

**HAYSTAQ**  **DNA**



# L2/Haystaq National Models User Guide 2025

## **L2 National Models User Guide**

Haystaq is excited to announce this new round of national political models.

Each of the roughly 210 million voters on the L2 voter file has a score representing their likelihood of agreeing with any of the given positions, now updated to include more than 120 issues.

These models were built using response data from a national survey fielded via IVR- and live- telephone calls, text, email and an online panel in the summer of 2025. The indicator data used by these models is a combination of individual-level voter registration information and past voting behavior, individual and household demographic and consumer characteristics, and census and geographic-level data. Some models were built using real world data (turnout, vote by mail, home buying, etc)

For all models, a third of the response data is withheld from the modeling process as a test set to use for validation. The charts show how well each model predicts the responses of this holdout sample. Each score is split into deciles and the share of the test set scored in a given range whose actual responses match the dependent variable “yes” or 1 condition is plotted on the y-axis. A strong model will show taller teal bars in the high deciles and shorter bars in the low deciles.

**In Fall Haystaq will be building most of the scores on a national consumer file of 250 million adults**

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# Abortion

**Source question:**

Which comes closest to your position on abortion: that abortion should be legal in all cases; that abortion should be legal with some restrictions; that abortion should be illegal except in cases of rape, incest or to save the mother’s life; or that abortion should be made illegal without any exceptions?

Always legal, Some restriction, Only exceptions, No exceptions, Undecided

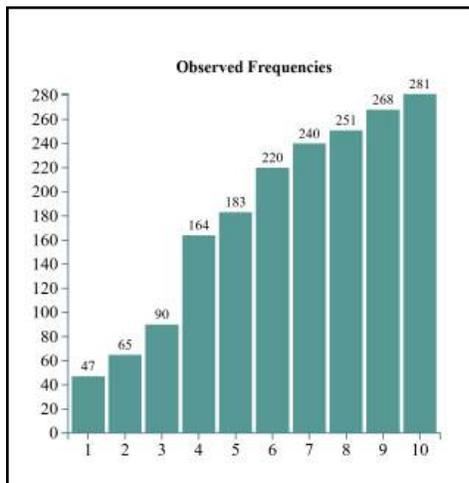
**Included fields:** hs\_abortion\_pro\_choice, hs\_abortion\_pro\_life

**hs\_abortion\_pro\_choice**

**Dependent Variable:** Respondents who said 'always legal' vs those who said 'no exceptions', 'only exceptions' or 'undecided'

**Internal Haystaq Model Name:** abortion\_choice\_aw2

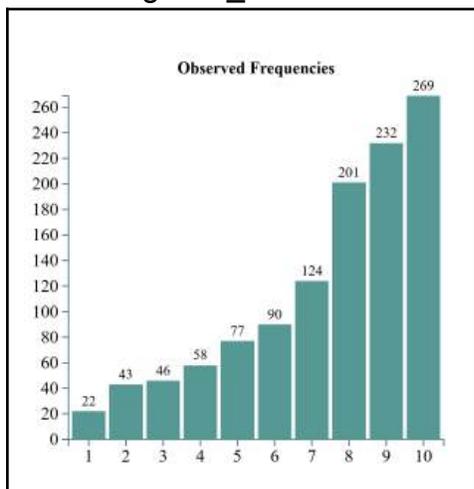
Positive\_FLAG: 30%



**hs\_abortion\_pro\_life**

**Dependent Variable:** Respondents who said 'no exceptions', 'only exceptions' vs those who said 'always legal', 'undecided'

**Internal Haystaq Model Name:** abortion\_prolife\_aw2  
**Negative\_FLAG:** 20%



## Absentee/Vote by Mail

**Source:**

Vote history method of voting available on the voter file.

**Included fields:**

hs\_likely\_absentee\_by\_mail\_voter

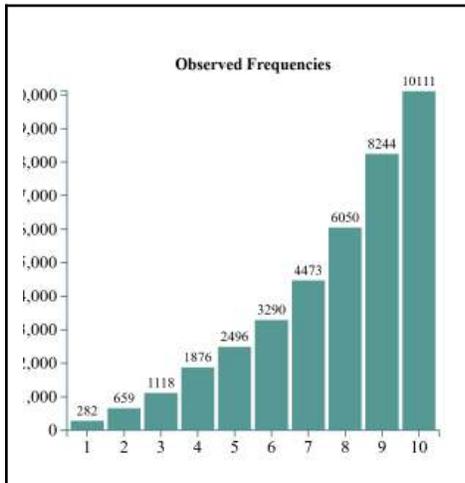
**hs\_likely\_absentee\_by\_mail\_voter**

**Dependent Variable:** Registered voters who voted in the 2024 presidential election absentee/vote by mail vs. those who were eligible to vote in the 2024 presidential election but did not vote absentee, in states where there was absentee/vote by mail voting.

**Internal Haystaq Model Name:** voted\_absentee\_v\_all\_other\_voters\_score

Positive\_FLAG: 30%

Negative\_FLAG: bottom 35%



## Activism

**Source question:**

In the last two years have you attended a political meeting, rally or protest or volunteered for a political campaign?

Yes, No, Unsure

**Included fields:**

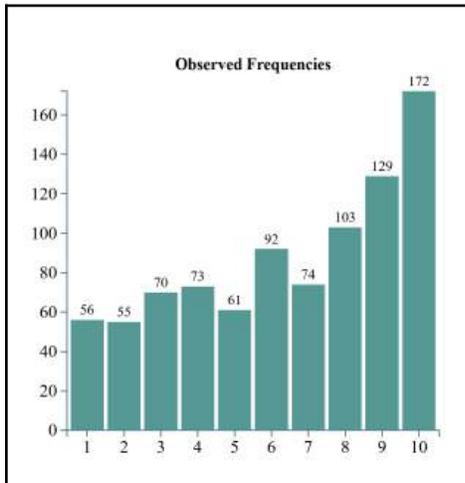
hs\_activism

**hs\_activism**

**Dependent Variable:** Respondents who answered 'yes' vs those who said 'no','unsure'

**Internal Haystaq Model Name:** activism\_yes\_aw

Positive\_FLAG: 10%



## Affordable Housing

### Source question:

Thinking about the cost of housing, which comes closest to your view? Government officials should work to ensure that there is enough affordable housing, or the market alone should determine housing prices?

government role, market forces, undecided

### Included fields:

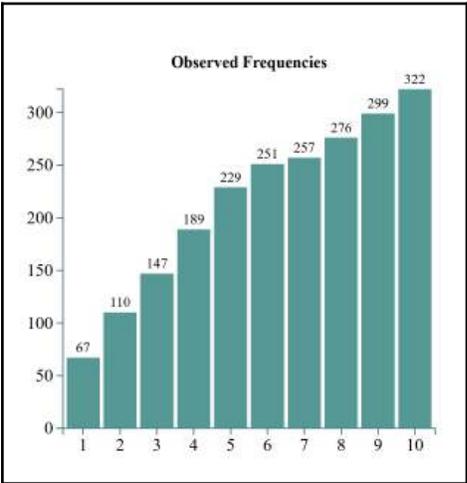
hs\_affordable\_housing\_gov\_has\_role,  
 hs\_affordable\_housing\_gov\_no\_role

### hs\_affordable\_housing\_gov\_has\_role

**Dependent Variable:** Respondents who said 'government role' vs those who said 'market forces' or 'undecided'

**Internal Haystaq Model Name:** affordable\_housing\_gov\_role\_aw

Positive\_FLAG: 30%

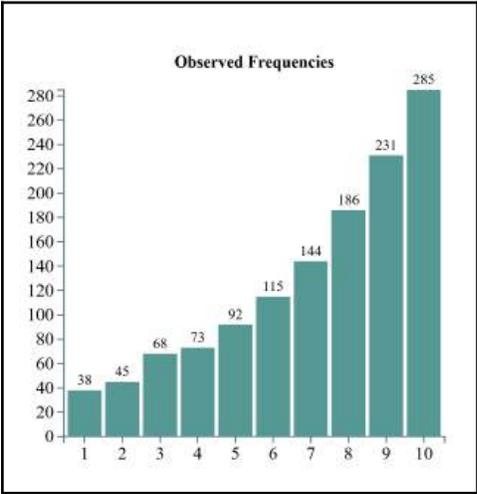


**hs\_affordable\_housing\_gov\_no\_role**

**Dependent Variable:** Respondents who said 'market forces' vs those who said 'government role', 'undecided'

**Internal Haystaq Model Name:** affordable\_housing\_market\_forces\_aw

Negative\_FLAG: 10%



# AI

**Source question:**

Does the increased use of artificial intelligence in daily life make you feel more excited or more concerned?

Unsure, More Excited, Equally Concerned and Excited, More Concerned

**Included fields:**

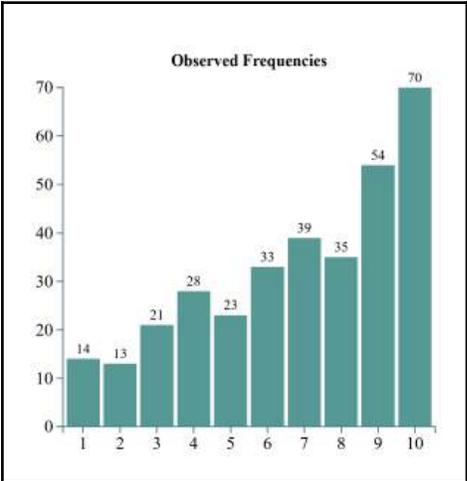
hs\_artificial\_intelligence\_excited

**hs\_artificial\_intelligence\_excited**

**Dependent Variable:** Respondents who answered 'excited' vs those who answered 'concerned'

**Internal Haystaq Model Name:** ai\_excited\_2w

Positive\_FLAG: 10%



# Aliens

**Source question:**

These past couple of years, the federal government has declassified, held congressional hearings about and posted videos of 'UAPs' or Unidentified Aerial Phenomena also known as UFOs. Do you think these disclosures contain the majority information on the topic or is there more that the government isn't telling us?

Unsure, Disclosed Most of What They Know, Government Hiding Information, Government Hiding Physical Evidence

**Included fields:**

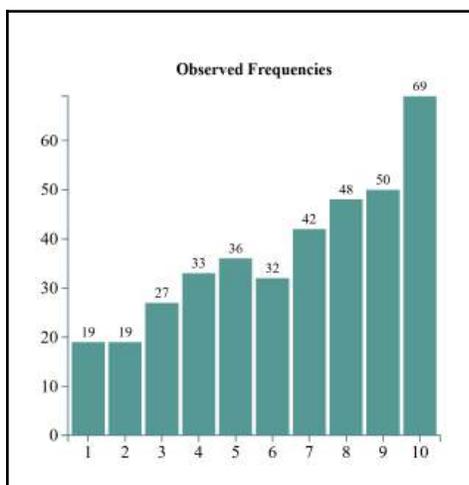
- hs\_alien\_government\_disclosed\_all,
- hs\_alien\_government\_hiding\_much

**hs\_alien\_government\_disclosed\_all**

**Dependent Variable:** Respondents who answered 'disclosed most' vs those who answered 'government hiding more','government hiding some'

**Internal Haystaq Model Name:** aliens\_govt\_disclosed\_aw2

Positive\_FLAG: 10%

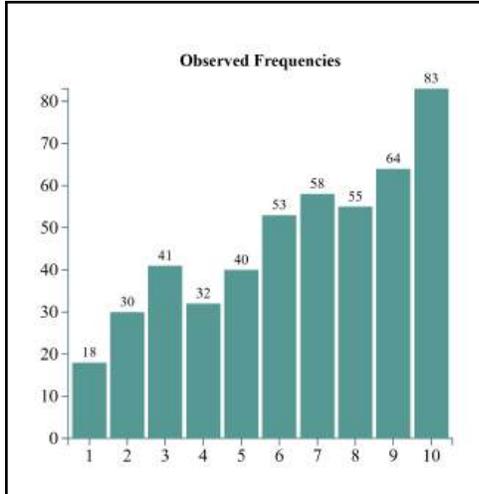


**hs aliens government hiding much**

**Dependent Variable:** Respondents who answered 'government hiding more' vs those who answered 'disclosed most','unsure'

**Internal Haystaq Model Name:** aliens\_govt\_hiding\_most\_aw

Negative\_FLAG: 20%



# Amazon

**Source question:**

Do you believe Amazon treats its warehouse workers and delivery drivers fairly? Do you think these are good jobs that pay well or that Amazon is exploitive with the demands it places on workers?

Fair, Exploitative, Unsure

**Included fields:**

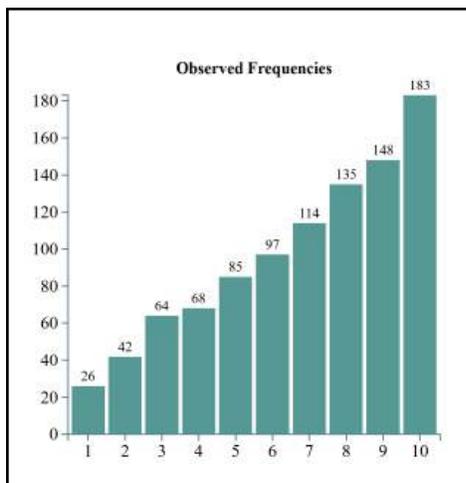
- hs\_amazon\_good\_jobs,
- hs\_amazon\_exploitative

**hs\_amazon\_good\_jobs**

**Dependent Variable:** Respondents who said 'fair' vs. those who said 'exploitive'

**Internal Haystaq Model Name:** amazon\_good\_jobs\_2w

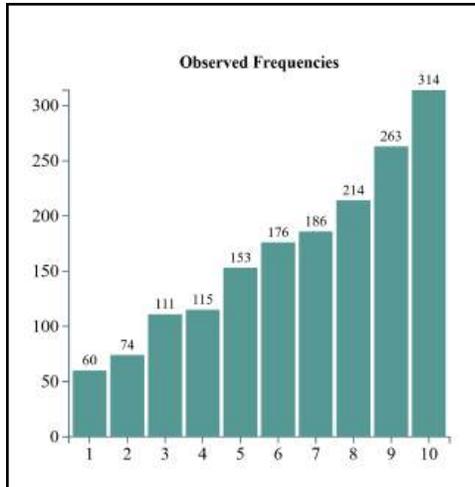
Positive\_FLAG: 20%



**hs\_amazon\_exploitative**

**Dependent Variable:** Respondents who said 'exploitive' vs. those who said 'fair', 'unsure'

**Internal Haystaq Model Name:** amazon\_exploitive\_aw  
 Negative\_FLAG: 25%



## Autonomous Vehicles

**Source question:**

In your opinion, should self-driving or autonomous vehicles be allowed on the road?  
 Allowed, Not Allowed, Unsure

**Included fields:**

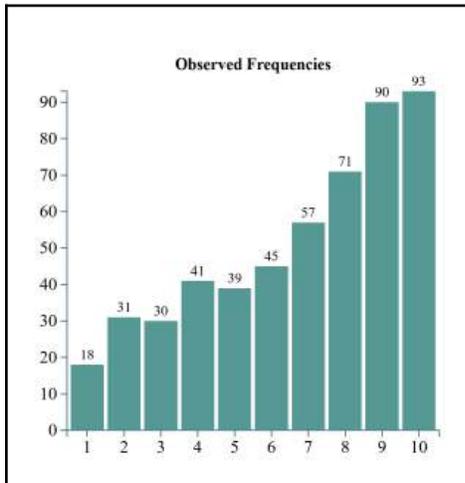
- hs\_autonomous\_vehicles\_allow,
- hs\_autonomous\_vehicles\_do\_not\_allow

**hs\_autonomous\_vehicles\_allow**

**Dependent Variable:** Respondents who said 'allowed' vs. those who said 'not allowed'

**Internal Haystaq Model Name:** autonomous\_vehicle\_allow\_2w

Positive\_FLAG: 15%

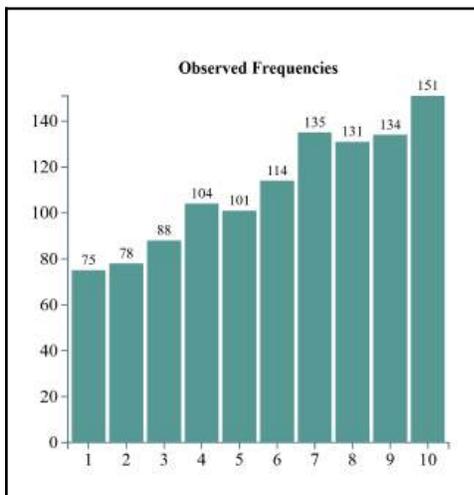


**hs\_autonomous\_vehicles\_do\_not\_allow**

**Dependent Variable:** Respondents who said 'not allowed' vs. those who said 'allowed','unsure'

**Internal Haystaq Model Name:** autonomous\_vehicle\_not\_allowed\_aw

Negative\_FLAG: 30%



## Ballot Drop Off

### Source question:

Ballots usually include many offices and issues. These include big races for president, governor and senator, smaller races for things like state legislature, judges and school board members, and issues such as referendums and bond measures. When you vote, do you usually vote in top-of-the-ballot races like for president, governor or senator, but skip the rest of the ballot; do you sometimes vote on other items on the ballot too; or do you always fill out your entire ballot every time?

Only Top Offices, Some Smaller Races, Entire Ballot

### Included fields:

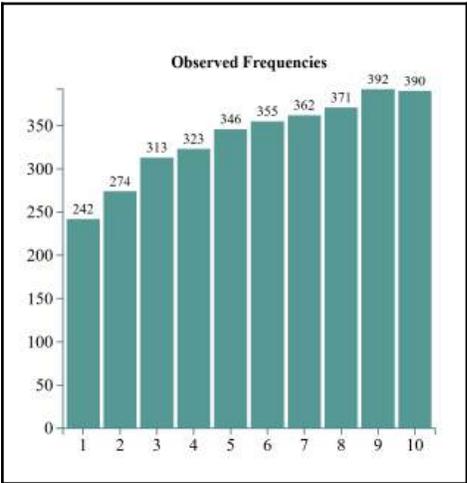
hs\_dropoff\_fill\_entire\_ballot,  
hs\_dropoff\_fill\_only\_top

### hs\_dropoff\_fill\_entire\_ballot

**Dependent Variable:** Respondents who said 'entire ballot' vs. those who said 'some smaller', 'only top offices'

**Internal Haystaq Model Name:** ballot\_dropoff\_entire\_ballot\_aw

Positive\_FLAG: 30%

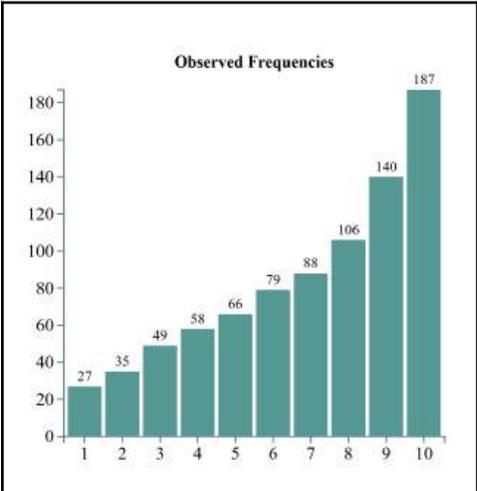


**hs\_dropoff\_fill\_only\_top**

**Dependent Variable:** Respondents who said 'only top offices' or 'some smaller races' vs. those who said 'entire ballot'

**Internal Haystaq Model Name:** ballot\_dropoff\_any\_split\_aw

Negative\_FLAG: 15%



## Candidate Mail

**Source question:**

Do you read mail sent by candidates running for office?  
 No, Glance at it, Read it carefully

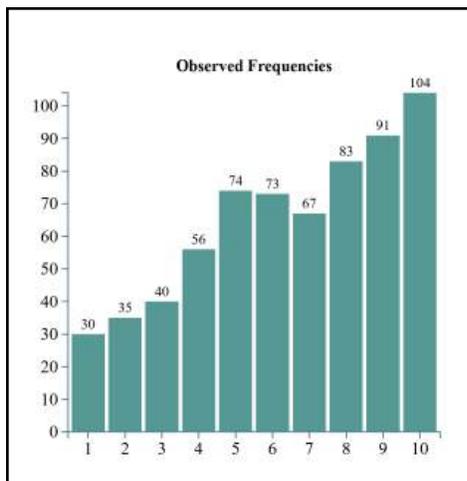
**Included fields:**

- hs\_candidate\_mail\_read\_carefully,
- hs\_candidate\_mail\_do\_not\_read

**hs\_candidate\_mail\_readership\_read\_carefully**

**Dependent Variable:** Respondents who answered 'read it carefully' vs those who answered 'glance at it','no'

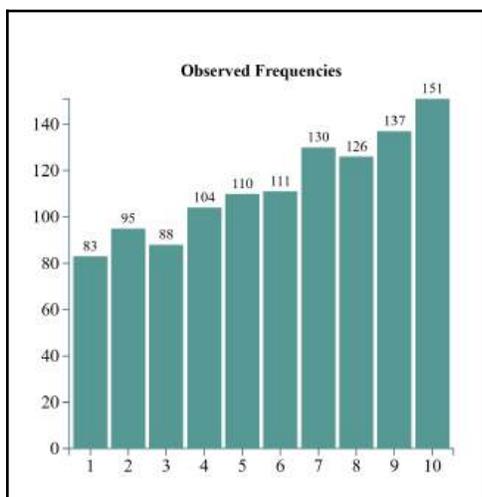
**Internal Haystaq Model Name:** candidate\_mail\_read\_carefully\_aw  
 Positive\_FLAG: 15%



**hs\_candidate\_mail\_readership\_do\_not\_read**

**Dependent Variable:** Respondents who answered 'no' vs those who answered 'read it carefully'

**Internal Haystaq Model Name:** candidate\_mail\_no\_2w  
 Negative\_FLAG: 20%



**Candidates and Officials – Pete Buttigieg**

**Source question:**

Do you approve or disapprove of Secretary of Transportation Pete Buttigieg?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

- hs\_buttigieg\_approval,
- hs\_buttigieg\_disapproval,
- hs\_buttigieg\_dem\_approval,

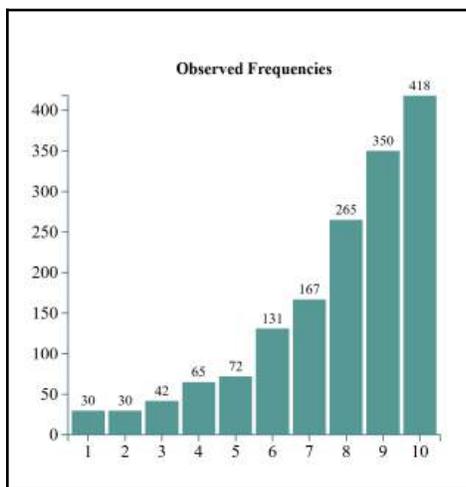
hs\_buttigieg\_dem\_disapproval

**hs\_buttigieg\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove', 'somewhat disapprove', 'unsure or unfamiliar', 'neither approve nor disapprove'

**Internal Haystaq Model Name:** buttigieg\_approval\_str\_aw

Positive\_FLAG: 20%

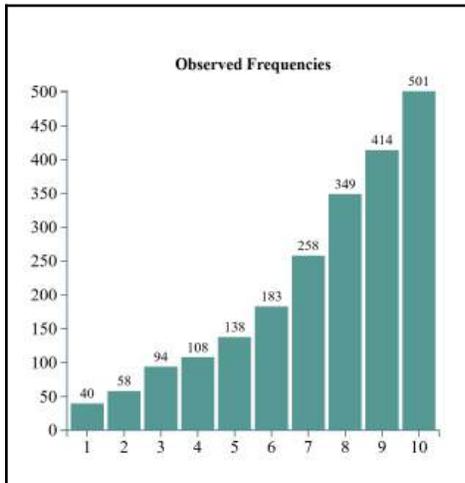


**hs\_buttigieg\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove', 'somewhat disapprove' vs those who answered 'strongly approve', 'somewhat approve', 'unsure or unfamiliar', 'neither approve nor disapprove'

**Internal Haystaq Model Name:** buttigieg\_approval\_disapprove\_aw

Negative\_FLAG: 20%



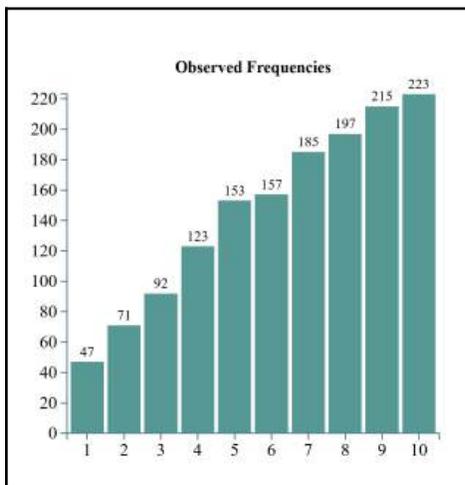
**hs buttigieg dem approval**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** buttigieg\_approve\_dem\_str\_aw

Positive\_FLAG: 20%

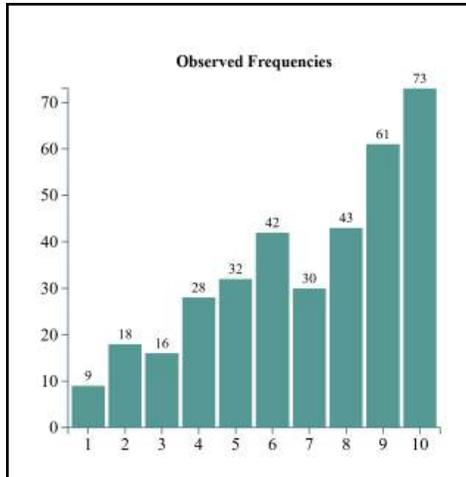


**hs buttigieg dem disapproval**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** buttigieg\_approve\_disapprove\_dem\_aw  
 Positive\_FLAG: 10%



## Candidates and Officials – Alexandria Ocasio Cortez

**Source question:**

Do you approve or disapprove of Alexandria Ocasio-Cortez, also known as AOC?  
 Unsure or Unfamiliar AOC, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

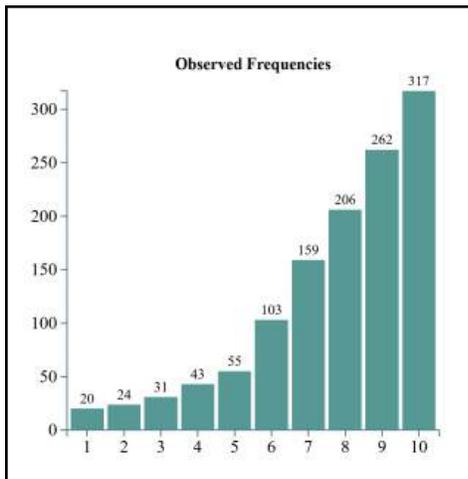
**Included fields:**

- hs\_aoc\_approval,
- hs\_aoc\_disapproval,
- hs\_aoc\_dem\_approval,
- hs\_aoc\_dem\_disapproval

**hs\_aoc\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure','neither approve nor disapprove'

**Internal Haystaq Model Name:** aoc\_approval\_str\_aw  
 Positive\_FLAG: 20%

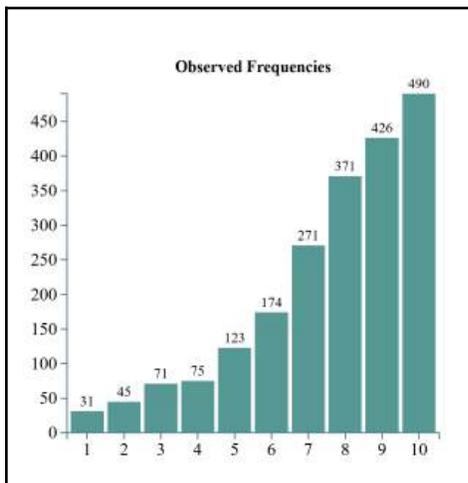


**hs\_aoc\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** aoc\_approval\_str\_disapprove\_aw

Negative\_FLAG: 20%



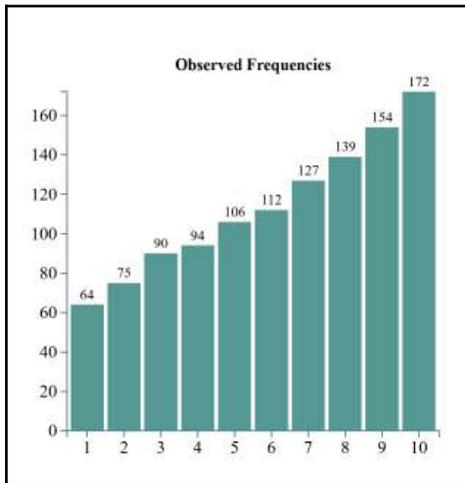
**hs\_aoc\_dem\_approval**

**\*Note:** This score was limited to likely Democrats

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** aoc\_approve\_dem\_str\_aw

Positive\_FLAG: 15%



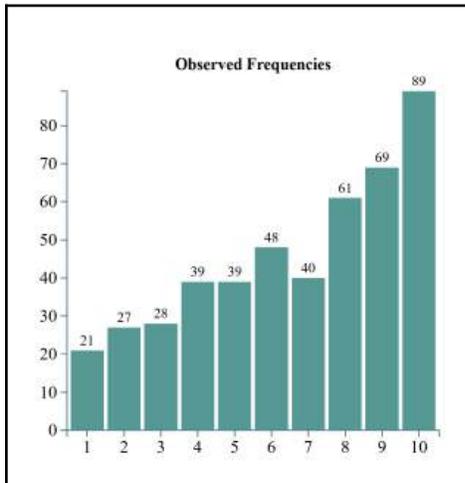
**hs\_aoc\_dem\_disapproval**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** aoc\_approve\_disapprove\_dem\_aw

Negative\_FLAG: 10%



## Candidates and Officials – Nikki Haley

### Source question:

Do you approve or disapprove of former governor of South Carolina Nikki Haley? Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

### Included fields:

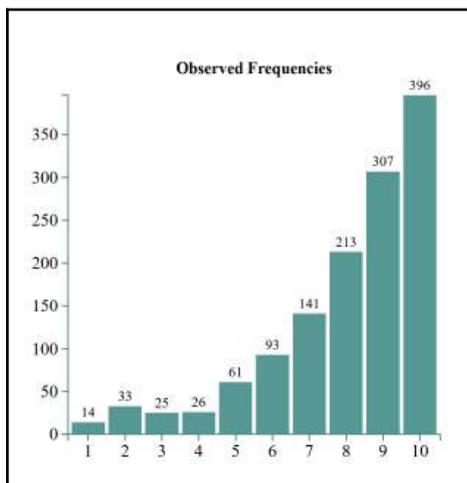
hs\_haley\_approval,  
 hs\_haley\_disapproval,  
 hs\_haley\_approval\_gop

### hs\_haley\_approval

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** haley\_approval\_str\_aw

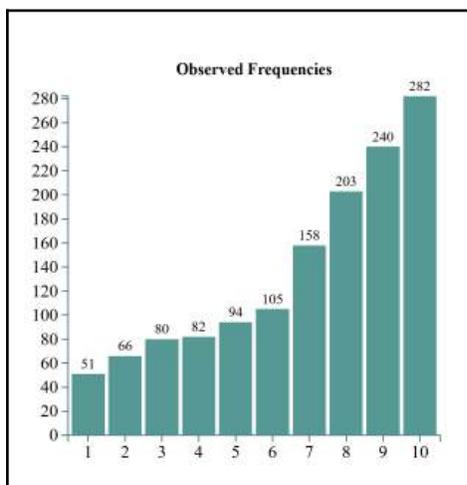
Positive\_FLAG: 20%



**hs\_haley\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** haley\_approval\_str\_disapprove\_aw  
 Negative\_FLAG: 20%

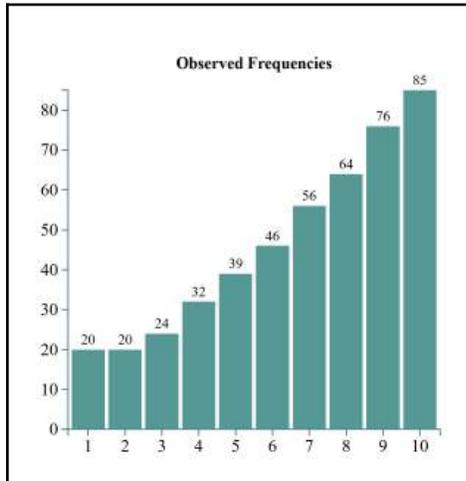


**hs\_haley\_approval\_gop**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely GOPs

**Internal Haystaq Model Name:** haley\_approve\_gop\_str\_aw  
**Positive\_FLAG:** 15%



## Candidates and Officials – Kamala Harris

**Source question:**

Do you approve or disapprove of former Vice President Kamala Harris?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

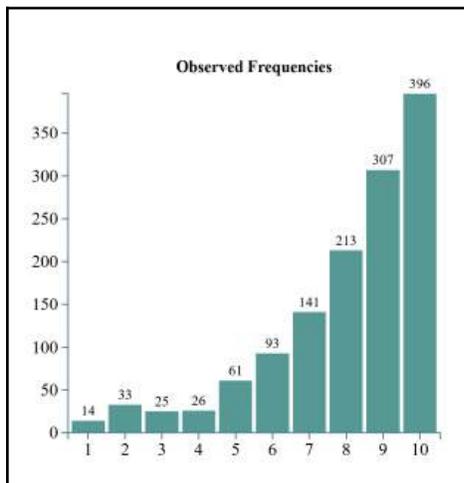
- hs\_harris\_approval,
- hs\_harris\_disapproval,
- hs\_harris\_dem\_approval,
- hs\_harris\_dem\_disapproval

**hs\_harris\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** harris\_approval\_str\_aw

Positive\_FLAG: 20%

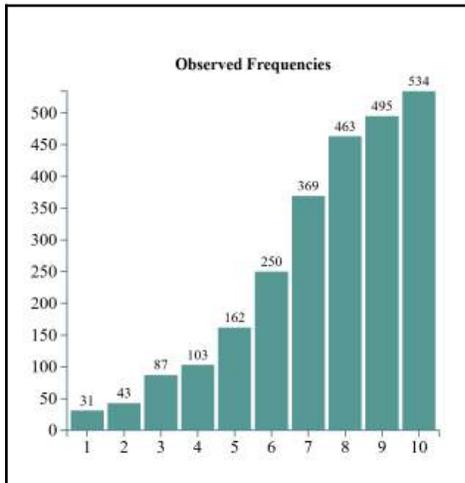


**hs\_harris\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** harris\_approval\_str\_disapprove\_aw

Negative\_FLAG: 30%



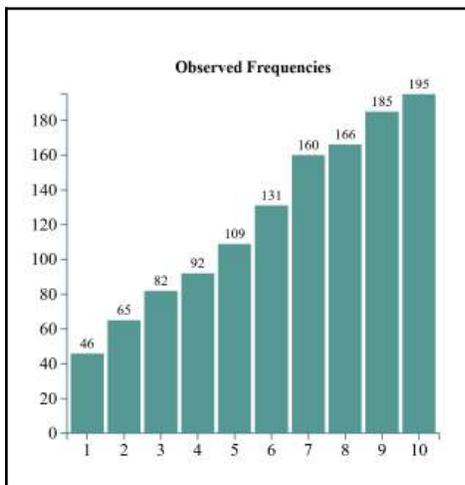
**hs\_harris\_approval\_dem**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove'– Limited to Likely Dems

**Internal Haystaq Model Name:** harris\_approve\_dem\_str\_aw

Positive\_FLAG: 20%

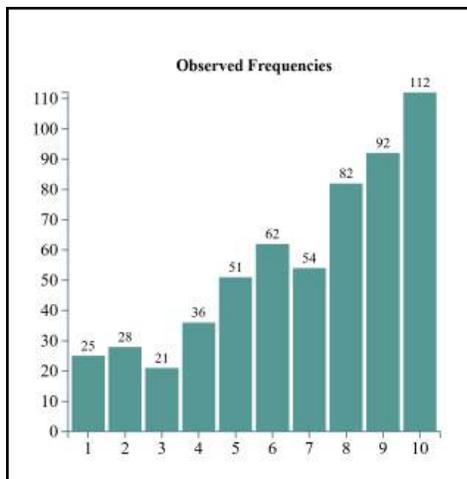


**hs\_harris\_disapproval\_dem**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** harris\_approve\_disapprove\_dem\_aw  
 Positive\_FLAG: 15%



## Candidates and Officials – Mike Johnson

**Source question:**

Do you approve or disapprove of Republican House Speaker Mike Johnson?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

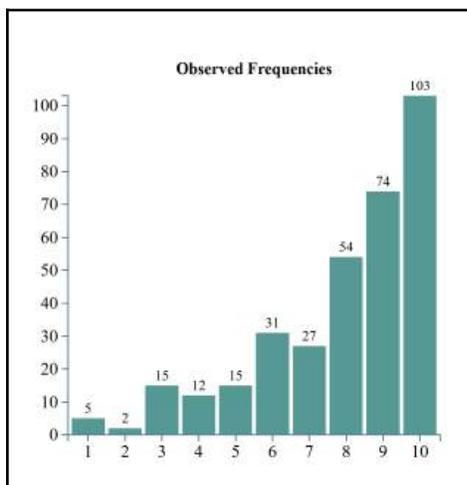
- hs\_mike\_johnson\_approval,
- hs\_mike\_johnson\_disapproval,
- hs\_mike\_johnson\_approval\_gop

**hs\_mike\_johnson\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve','somewhat approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** mike\_johnson\_approval\_aw

Positive\_FLAG: 15%

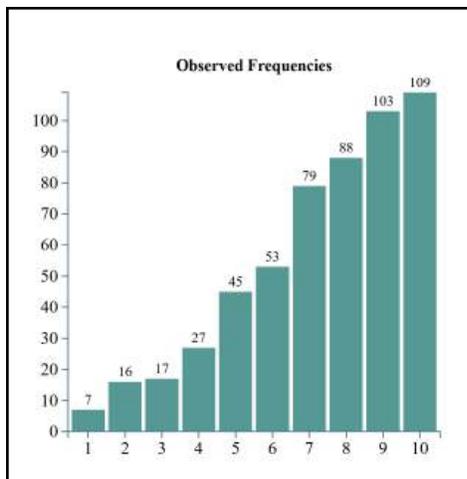


**hs\_mike\_johnson\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar','neither approve nor disapprove'

**Internal Haystaq Model Name:** mike\_johnson\_approval\_str\_disapprove\_aw

Positive\_FLAG: 25%



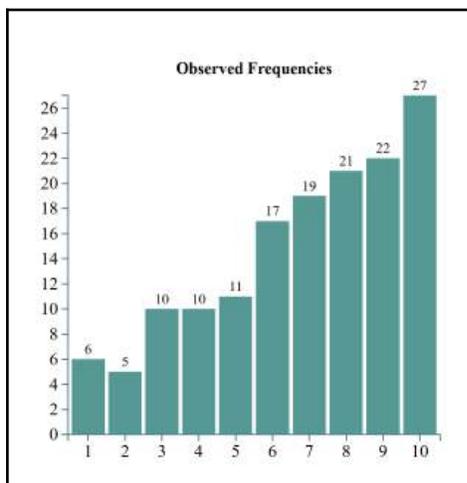
**hs\_mike\_johnson\_approval\_gop**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove', 'somewhat approve', 'unsure or unfamiliar', 'neither approve nor disapprove'

**Internal Haystaq Model Name:** mike\_johnson\_approve\_gop\_str\_aw

Positive\_FLAG: 20%



**Candidates and Officials – RFK Jr.**

**Source question:**

Do you approve or disapprove of Secretary of Health and Human Services Robert F Kennedy Jr?

Unsure or Unfamiliar ,Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

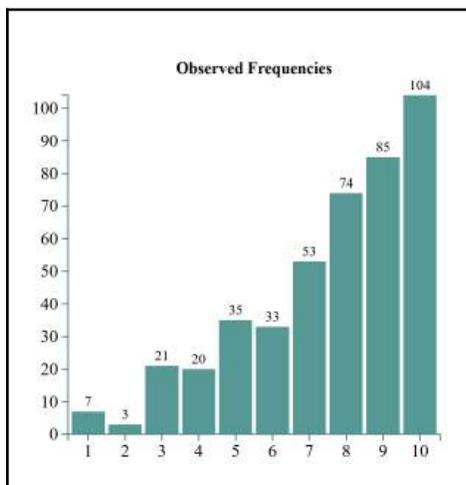
hs\_rfkjr\_approval,  
hs\_rfkjr\_disapproval

**hs\_rfkjr\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve','somewhat approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** rfk\_jr\_approval\_2w

Positive\_FLAG: 20%

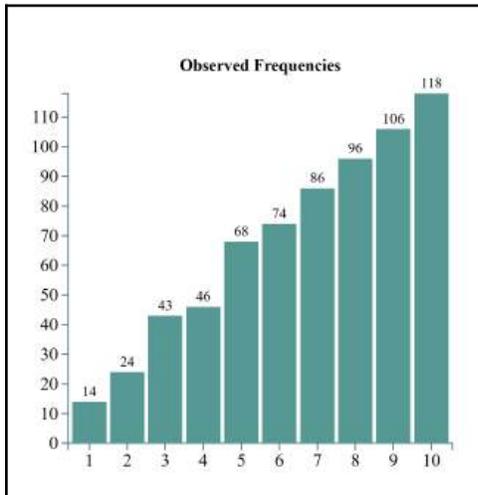


**hs\_rfkjr\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove" vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** rfk\_jr\_approval\_str\_disapprove\_aw

Negative\_FLAG: 30%



## Candidates and Officials – Ro Khanna

### Source question:

Do you approve or disapprove of Democratic Congressman Ro Khanna?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

### Included fields:

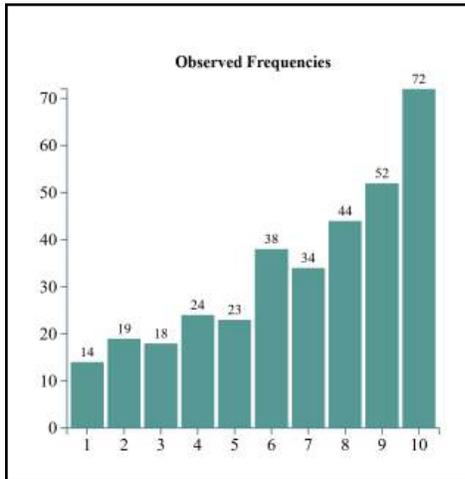
hs\_ro\_khanna\_approval,  
 hs\_ro\_khanna\_disapproval,  
 hs\_ro\_khanna\_approval\_dem

### hs\_ro\_khanna\_approval

**Dependent Variable:** Respondents who answered 'strongly approve','somewhat approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** ro\_khanna\_approval\_aw

Positive\_FLAG: 10%

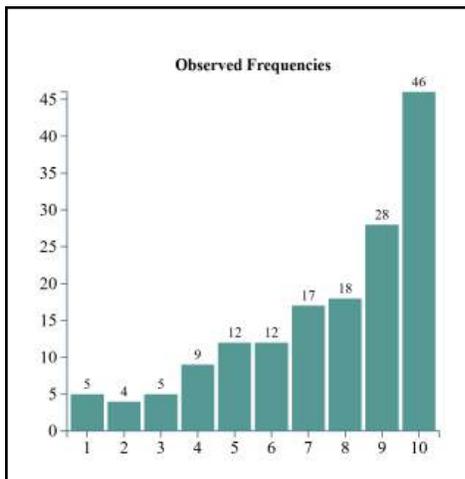


**hs\_ro\_khanna\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** ro\_khanna\_approval\_str\_disapprove\_aw

Positive\_FLAG: 10%



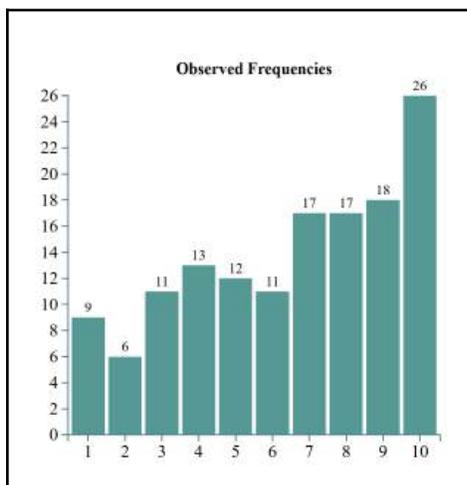
**hs\_ro\_khanna\_approval\_dem**

**\*Note:** This score was limited to likely Democrats

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar with','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** ro\_khanna\_approve\_dem\_str\_aw

Positive\_FLAG: 10%



## Candidates and Officials – Gavin Newsom

**Source question:**

Do you approve or disapprove of California Governor Gavin Newsom?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

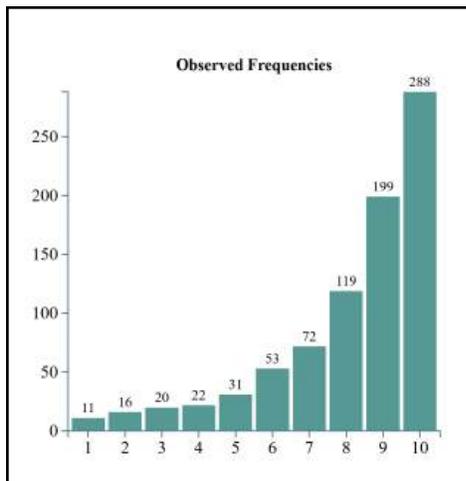
- hs\_newsom\_approval,
- hs\_newsom\_disapproval,
- hs\_newsom\_approval\_dem,
- hs\_newsom\_disapproval\_dem

**hs\_newsom\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** newsom\_approval\_str\_aw

Positive\_FLAG: 20%

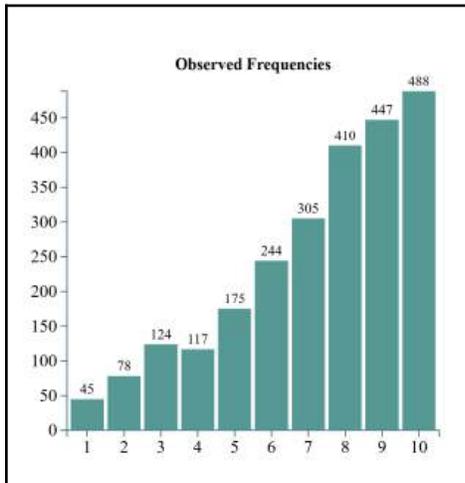


**hs\_newsom\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** newsom\_approval\_disapprove\_aw

Negative\_FLAG: 25%



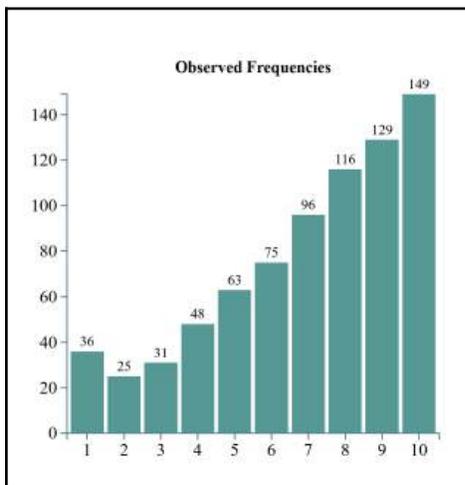
**hs\_newsom\_approval\_dem**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove', 'somewhat disapprove', 'unsure or unfamiliar with', 'neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** newsom\_approval\_dem\_str\_aw

Positive\_FLAG: 15%



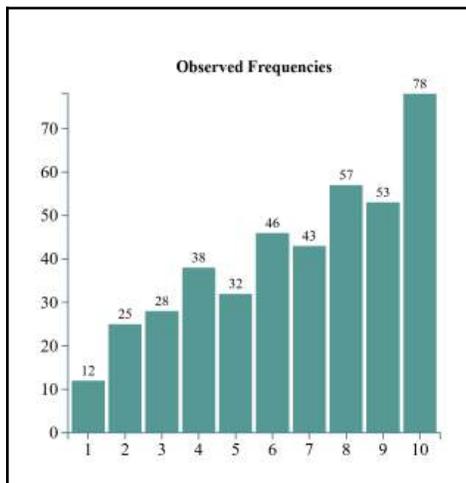
**hs\_newsom\_disapproval\_dem**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered,'unsure or unfamiliar with 'strongly approve','somewhat approve' , 'neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** newsom\_approve\_disapprove\_dem\_aw

Positive\_FLAG: 10%



## Candidates and Officials – Elon Musk

**Source question:**

Do you approve or disapprove of billionaire Elon Musk?

Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

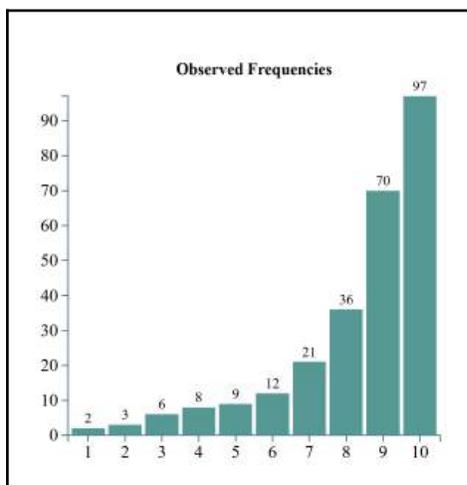
- hs\_elon\_musk\_approval,
- hs\_elon\_musk\_disapproval,
- hs\_elon\_musk\_approval\_gop

**hs\_elon\_musk\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** musk\_approval\_str\_aw

Positive\_FLAG: 15%

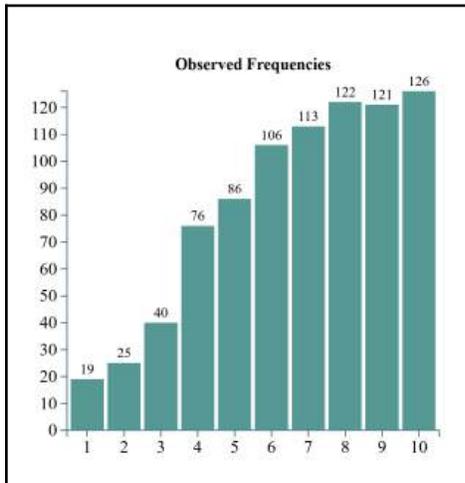


**hs\_elon\_musk\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** musk\_approval\_str\_disapprove\_aw

Positive\_FLAG: 30%



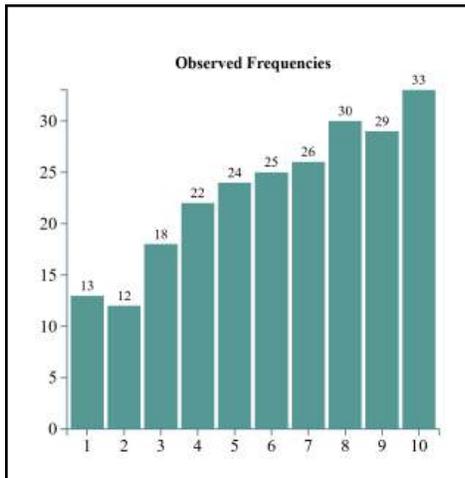
**hs\_musk\_approval\_gop**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove', 'somewhat disapprove', 'unsure or unfamiliar', 'neither approve nor disapprove – Limited to Likely GOPs

**Internal Haystaq Model Name:** musk\_approve\_gop\_str\_aw

Positive\_FLAG: 10%



## Candidates and Officials – Bernie Sanders

**Source question:**

Do you approve or disapprove of Senator Bernie Sanders?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

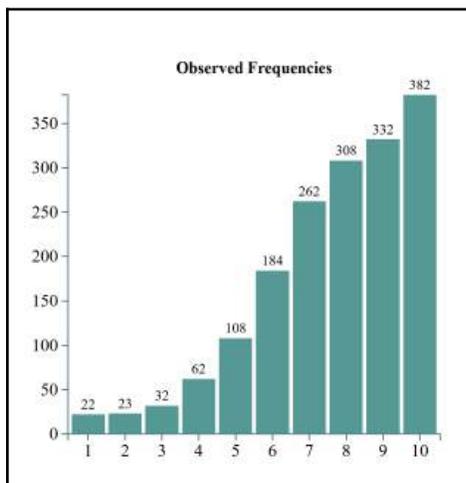
**Included fields:**

- hs\_bernie\_approval,
- hs\_bernie\_disapproval,
- hs\_bernie\_approval\_dem,
- hs\_bernie\_disapproval\_dem,

**hs\_bernie\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** bernie\_approval\_str\_aw  
 Positive\_FLAG: 20%

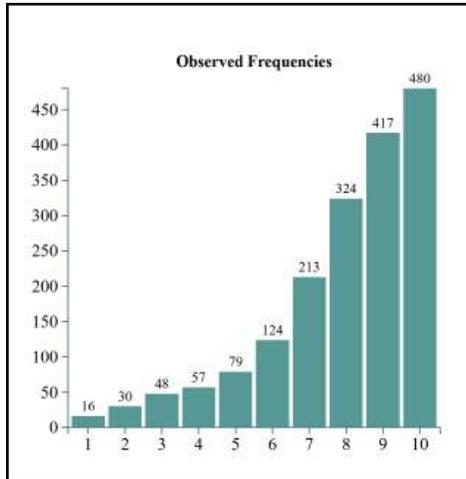


**hs\_bernie\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** bernie\_approval\_str\_disapprove\_aw

Negative\_FLAG: 20%



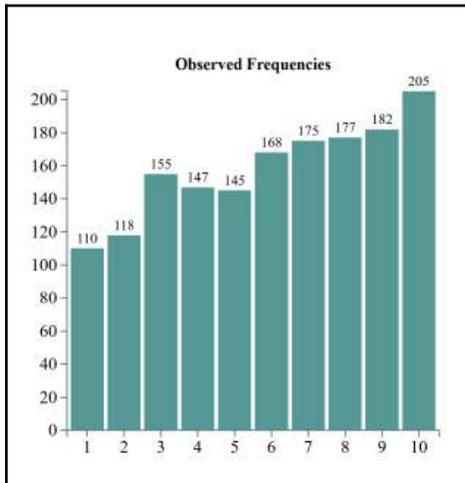
**hs\_bernie\_dem\_approval**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar with','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** bernie\_approve\_dem\_str\_aw

Positive\_FLAG: 20%



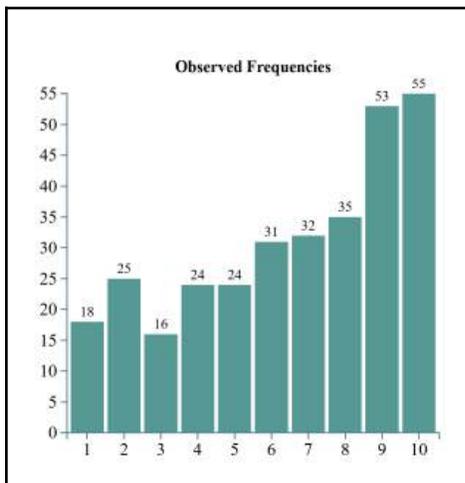
**hs\_bernie\_dem\_disapproval**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove' – Limited to Likely Dems

**Internal Haystaq Model Name:** bernie\_approve\_disapprove\_dem\_aw

Negative\_FLAG: 10%



## Candidates and Officials – Donald Trump

**Source question:**

Do you approve or disapprove of President Donald Trump?  
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

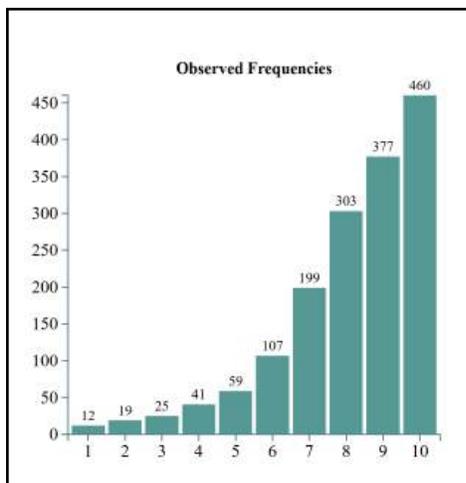
**Included fields:**

- hs\_trump\_approval,
- hs\_trump\_disapproval,
- hs\_trump\_approval\_gop,
- hs\_trump\_disapproval\_gop

**hs\_trump\_approval**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

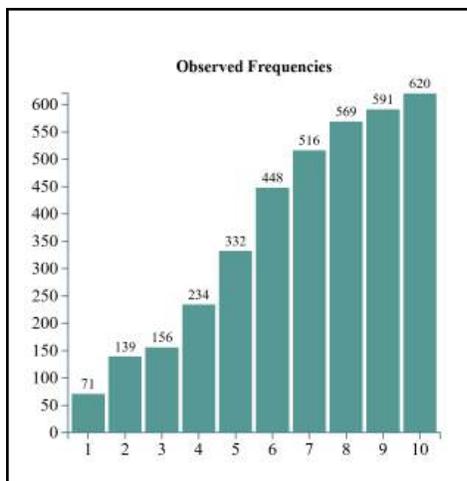
**Internal Haystaq Model Name:** donald\_trump\_approval\_str\_2w2  
 Positive\_FLAG: 25%



**hs\_trump\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove'

**Internal Haystaq Model Name:** donald\_trump\_approval\_str\_disapprove\_aw  
 Negative\_FLAG: 30%

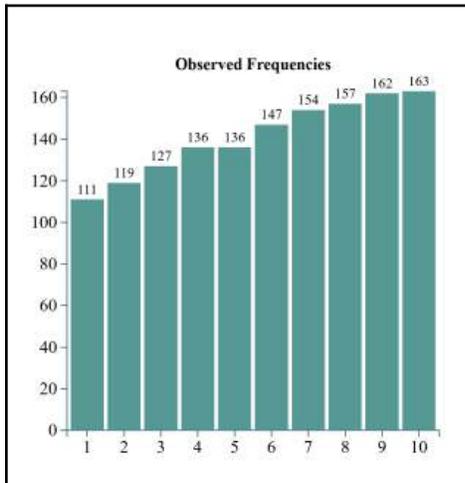


**hs\_trump\_approval\_gop**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar with','neither approve nor disapprove' – Limited to Likely GOPs

**Internal Haystaq Model Name:** donald\_trump\_approve\_gop\_str\_aw  
 Positive\_FLAG: 25%

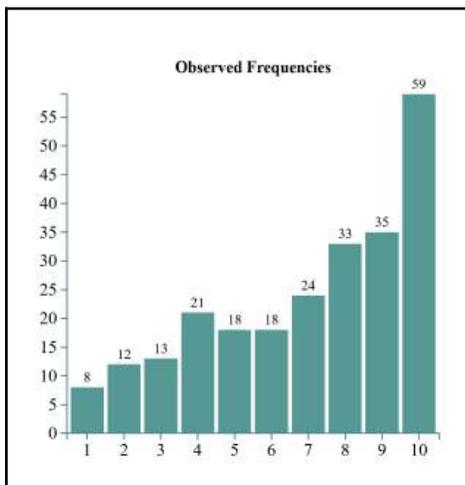


**hs trump disapproval gop**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','unsure or unfamiliar with','neither approve nor disapprove' – Limited to Likely GOPs

**Internal Haystaq Model Name:** donald\_trump\_approve\_disapprove\_gop\_str\_aw  
 Negative\_FLAG: 10%



## Candidates And Officials Trump Harris Double Dislike

### Source questions:

Do you approve or disapprove of Vice President Kamala Harris?

Unsure or Unfamiliar ,Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

Do you approve or disapprove of former President Donald Trump?

Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

### Included fields:

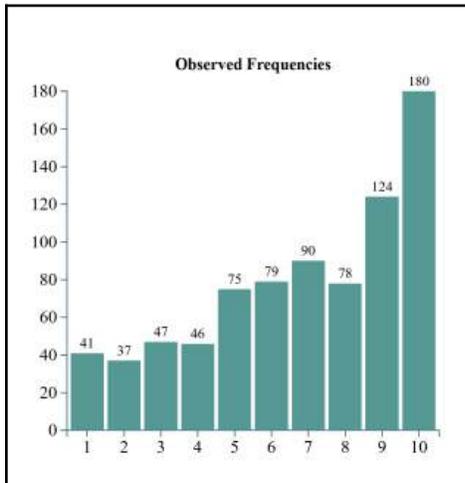
hs\_trump\_vs\_harris\_double\_dislike

### hs\_trump\_vs\_harris\_double\_dislike

**Dependent Variable:** Respondents who answered ‘Somewhat Disapprove’ or, ‘Strongly Disapprove’ for both candidates vs those who answered ‘Strongly Approve’, ‘Somewhat Approve’, or ‘Neither Approve nor disapprove’ for one or both candidates

**Internal Haystaq Model Name:** harris\_trump\_double\_dislike\_aw

Positive\_FLAG: 10%



## Candidates and Officials –JD Vance

### Source question:

Do you approve or disapprove of Vice President JD Vance?

Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

### Included fields:

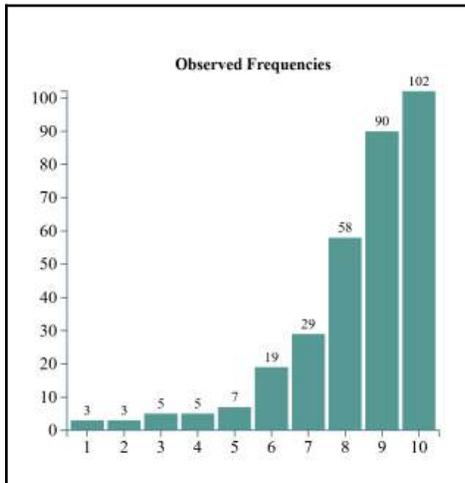
hs\_jd\_vance\_approval,  
 hs\_jd\_vance\_disapproval,  
 hs\_jd\_vance\_approval\_gop

### hs\_jd\_vance\_approval

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','unsure or unfamiliar','neither approve nor disapprove

**Internal Haystaq Model Name:** vance\_approval\_str\_2w2

Positive\_FLAG: 25%

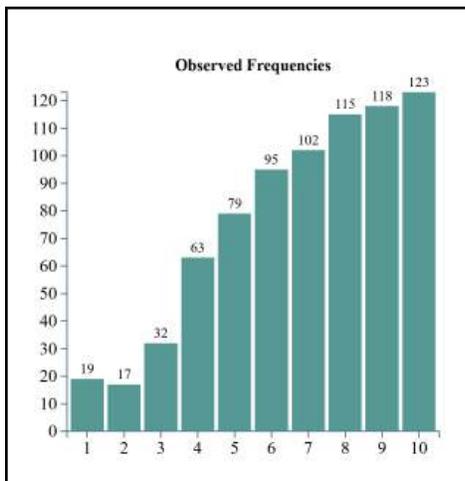


**hs\_jd\_vance\_disapproval**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve', 'somewhat approve', 'unsure or unfamiliar with', 'neither approve nor disapprove'

**Internal Haystaq Model Name:** vance\_approval\_str\_disapprove\_aw

Positive\_FLAG: 30%

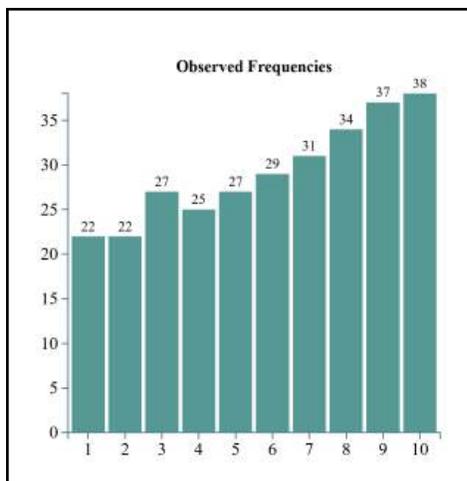


**hs\_jd\_vance\_approval\_GOP**

**\*Note:** This score was limited to likely Republicans

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove', 'somewhat disapprove', 'unsure or unfamiliar', 'neither approve nor disapprove – Limited to Likely GOPs

**Internal Haystaq Model Name:** vance\_approve\_gop\_str\_aw  
 Positive\_FLAG: 30%



## Capitalism (View of)

**Source question:**

Do you believe that our current capitalist economic system is thriving or failing? Do you believe: that the US economic system is fundamentally sound, that our system has minor flaws that can easily be fixed, that our economic system has major flaws that need large remedies, or that our economic system is fundamentally flawed and needs to be replaced?

Fundamentally Sound, Minor Flaws, Major Flaws, Fundamentally Flawed, Unsure

**Included fields:**

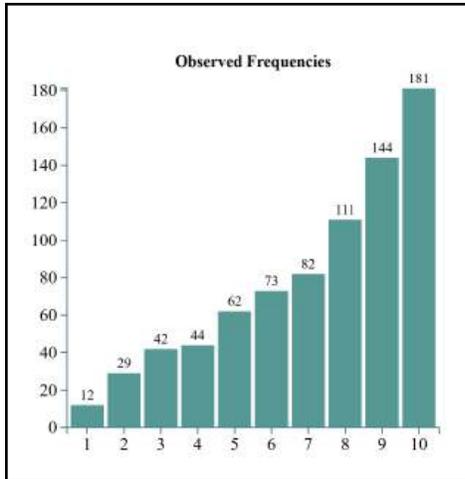
- hs\_capitalism\_believe\_flawed,
- hs\_capitalism\_believe\_sound

**hs\_capitalism\_believe\_flawed**

**Dependent Variable:** Respondents who said 'fundamentally flawed' vs. those who said 'fundamentally sound' or 'minor flaws' or 'unsure'

**Internal Haystaq Model Name:** capitalism\_fundamentally\_flawed\_aw2

Positive\_FLAG: 15%

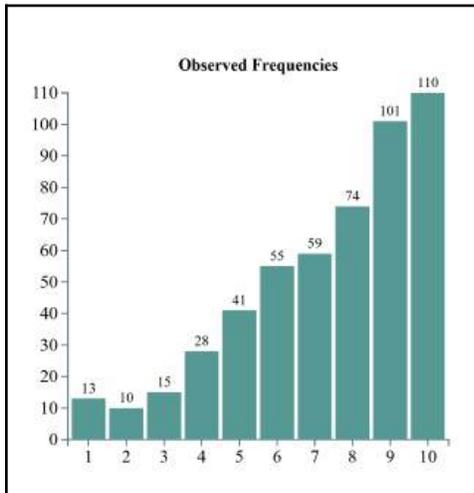


**hs\_capitalism\_believe\_sound**

**Dependent Variable:** Respondents who said 'fundamentally sound' vs. those who said 'fundamentally flawed', 'major flaws', 'minor flaws', or 'unsure'

**Internal Haystaq Model Name:** capitalism\_fundamentally\_sound\_aw

Negative\_FLAG: 20%



## Casinos

### Source question:

Opponents of casinos say that they prey on low-income people, weaken nearby businesses and hurt property values while supporters say that casinos bring much-needed jobs and tax revenue. Knowing this, would you support a new or expanded casino in your area?

Support, Oppose, Unsure

### Included fields:

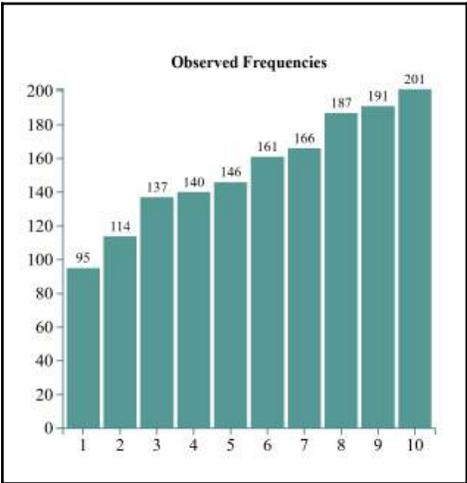
hs\_casino\_support,  
hs\_casino\_oppose

### hs\_casino\_support

**Dependent Variable:** Respondents who said 'support' vs. those who said 'oppose'

**Internal Haystaq Model Name:** casinos\_support\_2w

Positive\_FLAG: 20%

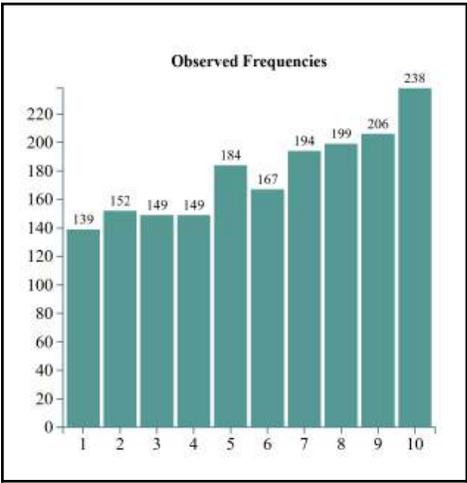


**hs\_casino\_oppose**

**Dependent Variable:** Respondents who said 'oppose' vs. those who said 'support', 'unsure'

**Internal Haystaq Model Name:** casinos\_oppose\_aw

Positive\_FLAG: 20%c



## Charity Type

### Source question:

Which type of charity would you personally be most likely to support, one devoted to protecting the Environment, one supporting Military Members & Veterans, one associated with a Religious Organization, one benefiting a Performance Art organization or international aid organizations like Doctors without Borders or World Central Kitchen? Environment ,Veterans, Religious, Performing Arts, International Aid, None of The Above

### Included fields:

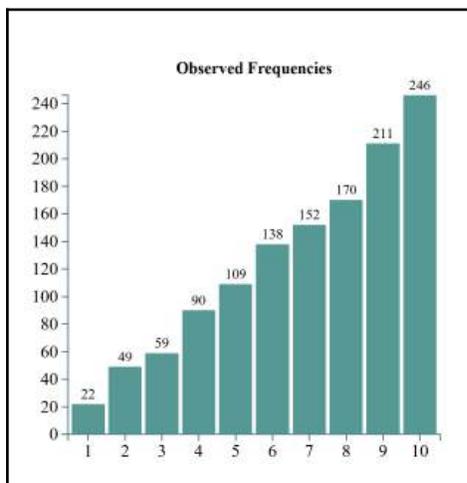
- hs\_charity\_giving\_enviro\_cause,
- hs\_charity\_giving\_performing\_arts,
- hs\_charity\_giving\_relig\_cause,
- hs\_charity\_giving\_vet\_cause,
- hs\_charity\_giving\_medical\_cause,

### hs\_charity\_giving\_enviro\_cause

**Dependent Variable:** Respondents who said 'environment' vs. those who said 'veterans', 'religion', 'performing arts', 'international aid', or 'none of the above'

**Internal Haystaq Model Name:** charity\_type\_environment

FLAG: 15%

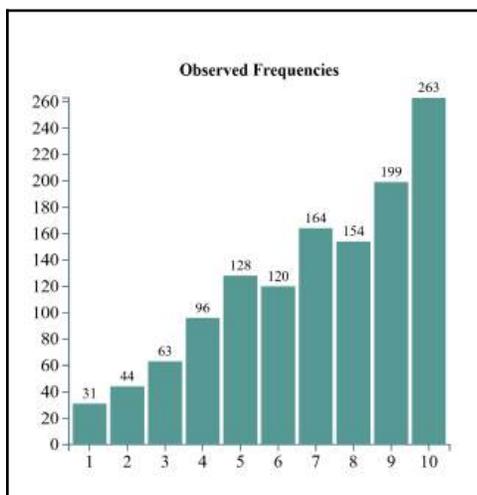


**hs\_charity\_giving\_vet\_cause**

**Dependent Variable:** Respondents who said 'veterans' vs. those who said 'environment', 'religious', 'performing arts', 'international aid', or 'none of the above'

**Internal Haystaq Model Name:** charity\_type\_veterans

FLAG: 15%

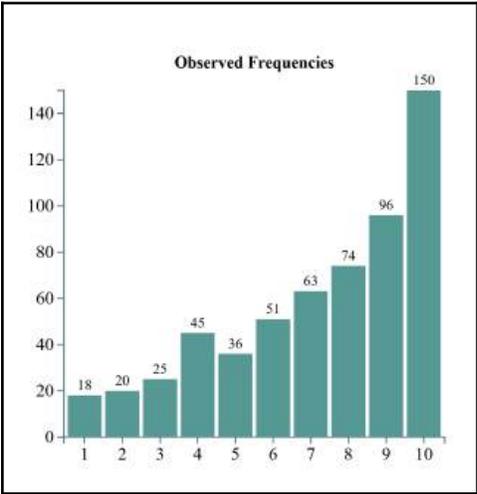


**hs\_charity\_giving\_relig\_cause**

**Dependent Variable:** Respondents who said 'religion' vs. those who said 'environment', 'veterans', 'performing arts', 'international aid', or 'none of the above'

**Internal Haystaq Model Name:** charity\_type\_religious

FLAG: 10%

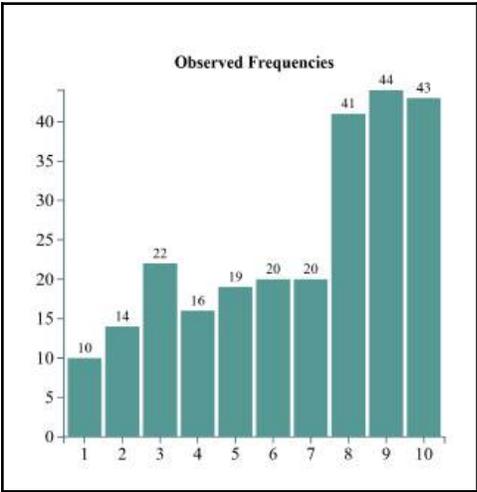


**hs\_charity\_giving\_performing\_arts**

**Dependent Variable:** Respondents who said 'performing arts' vs. those who said 'environment', 'religion', 'veterans', 'international aid', or 'none of the above'

**Internal Haystaq Model Name:** charity\_type\_performing\_arts

FLAG: 10%

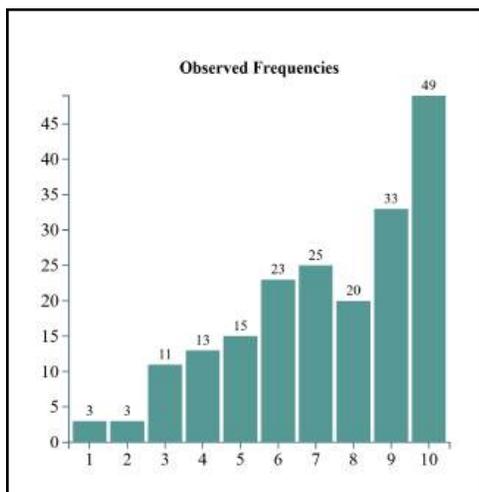


**hs\_charity\_giving\_international\_aid**

**Dependent Variable:** Respondents who said 'international aid' vs. those who said 'environment', 'religion', 'veterans', 'performing arts', or 'none of the above'

**Internal Haystaq Model Name:** charity\_type\_medical

FLAG: 10%



## Charter Schools

**Source question:**

Many states allow charter schools, publicly-funded schools that are independently operated and exempt from some of the regulations that traditional public schools must follow. Do you think the expansion of charter schools is mostly a good thing or a bad thing?

Good Thing, Bad Thing, Unsure

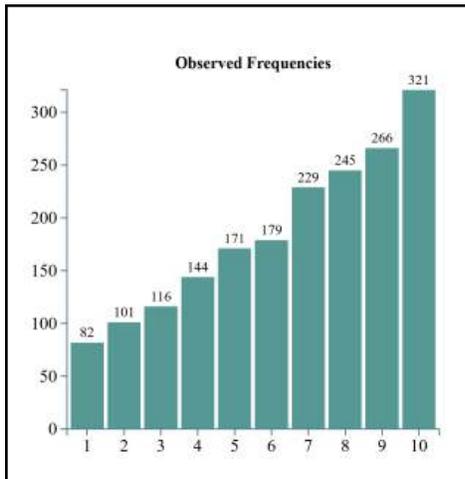
**Included fields:**

- hs\_charter\_school\_support,
- hs\_charter\_school\_oppose

**hs\_charter\_school\_support**

**Dependent Variable:** Respondents who said 'good thing' vs. those who said 'bad thing' or 'unsure'

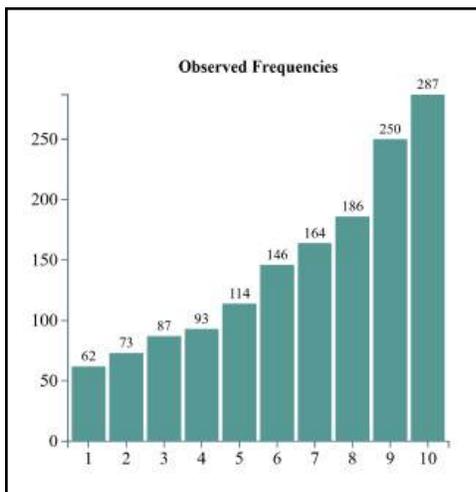
**Internal Haystaq Model Name:** charter\_schools\_support\_aw  
Positive\_FLAG: 20%



**hs\_charter\_school\_oppose**

**Dependent Variable:** Respondents who said 'bad thing' vs. those who said 'good thing' or 'unsure'

**Internal Haystaq Model Name:** charter\_schools\_oppose\_aw  
Negative\_FLAG: 20%



# China Foreign Policy

**Source question:**

What comes closest to your opinion on China? That China is an important trade partner and we should find ways to work with them. Or that China represents an economic and military threat to the United States requiring a hardline approach?  
 Unsure, Work With China, or Hardline Approach

**Included fields:**

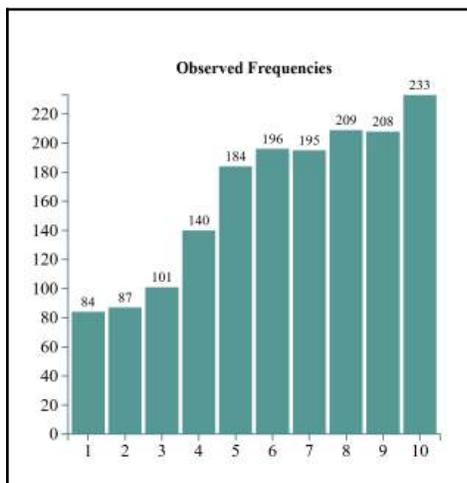
hs\_china\_foreign\_policy\_work\_with,  
 hs\_china\_foreign\_policy\_advesarial

**hs\_china\_foreign\_policy\_work\_with**

**Dependent Variable:** Respondents who answered ‘Work With China’ vs those who answered ‘Hardline Approach’

**Internal Haystaq Model Name:** china\_work\_with\_2w

Positive\_FLAG: 20%

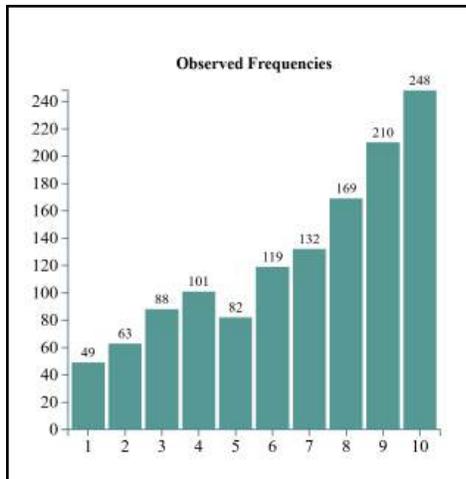


**hs\_china\_foreign\_policy\_adversarial**

**Dependent Variable:** Respondents who answered ‘Hardline Approach’ vs those who answered ‘Work With China’, ‘Unsure’

**Internal Haystaq Model Name:** china\_advesary\_aw

Negative\_FLAG: 20%



**Church Attendance**

**Source question:**

How often do you attend church, synagogue or mosque?

At least once a week, Almost every week, About once a month, Rarely, Never

**Included fields:**

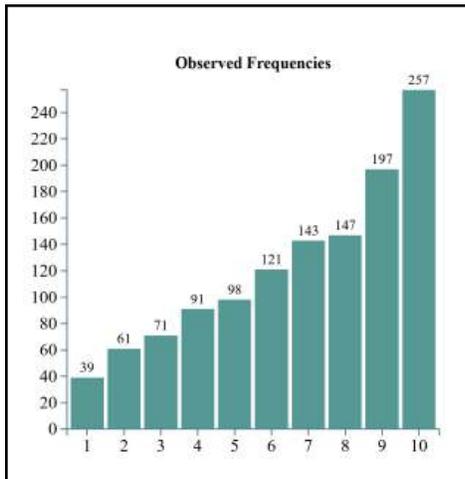
- hs\_attends\_church\_frequently,
- hs\_attends\_church\_never

**hs\_attends\_church\_frequently**

**Dependent Variable:** Respondents who said 'almost every week','at least once a week' vs. those who said 'rarely','never'

**Internal Haystaq Model Name:** church\_attend\_str\_2w2

Positive\_FLAG: 20%

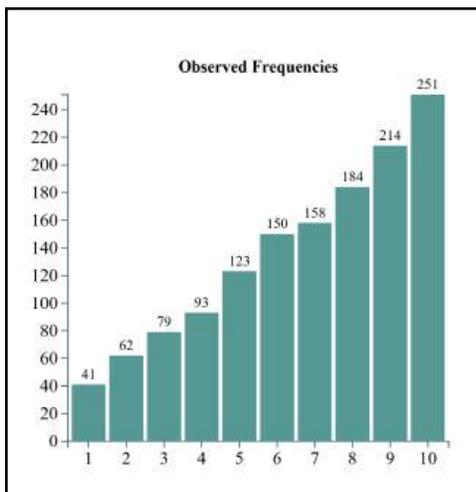


**hs\_attends\_church\_never**

**Dependent Variable:** Respondents who said 'never' vs. those who said 'at least once a week', 'rarely', 'almost every week', 'about once a month'

**Internal Haystaq Model Name:** church\_attend\_never\_aw

Negative\_FLAG: 20%



# Civil Liberties

**Source question:**

What concerns you more about law enforcement – that they have gone too far and are restricting the average person's civil liberties, or that they have not gone far enough and are not adequately protecting us?

Civil Liberties Too Restricted, Not Adequately Protecting Us, Undecided

**Included fields:**

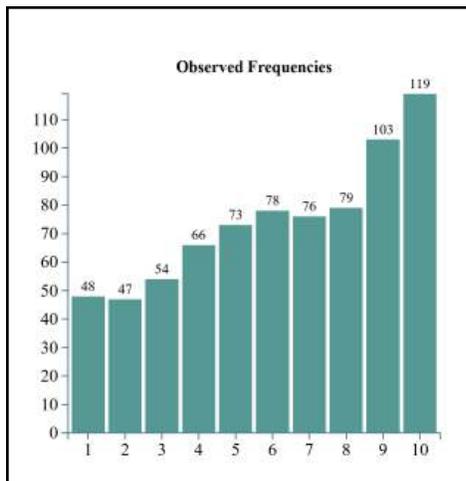
- hs\_civil\_liberties\_support,
- hs\_civil\_liberties\_oppose

**hs\_civil\_liberties\_support**

**Dependent Variable:** Respondents who said 'Civil Liberties Too Restricted' vs. those who said 'Not Adequately Protecting Us'

**Internal Haystaq Model Name:** civil\_liberties\_support\_2w

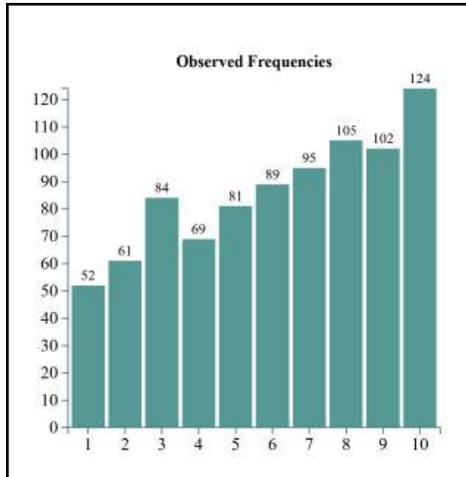
Positive\_FLAG: 20%



**hs\_civil\_liberties\_oppose**

**Dependent Variable:** Respondents who said 'Not Adequately Protecting Us' vs. those who said 'Civil Liberties Too Restricted' or 'Undecided'

**Internal Haystaq Model Name:** civil\_liberties\_oppose\_aw  
 Negative\_FLAG: 10%



## Community College

**Source question:**

Should Community College be free of charge to enrolled students?  
 Yes, No, Unsure

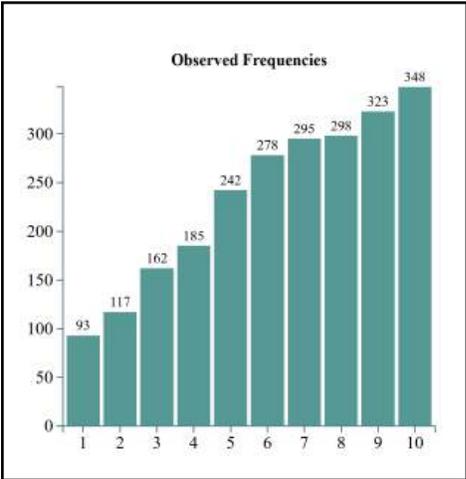
**Included fields:**

- hs\_community\_college\_free\_oppose,
- hs\_community\_college\_free\_support

**hs\_community\_college\_free\_support**

**Dependent Variable:** Respondents who said 'yes free' vs. those who said 'no' or 'unsure'

**Internal Haystaq Model Name:** community\_college\_free\_support\_aw  
 Positive\_FLAG: 30%

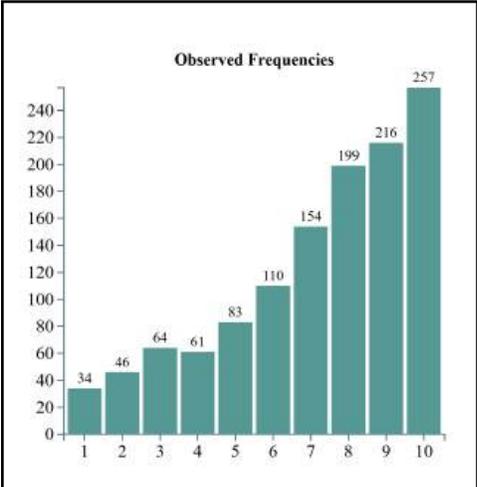


**hs\_community\_college\_free\_oppose**

**Dependent Variable:** Respondents who said 'no' vs. those who said 'yes free' or 'unsure'

**Internal Haystaq Model Name:** community\_college\_free\_oppose\_aw

Negative\_FLAG: 30%



# Conspiracy Believer

**Source question:**

In 2024, Hurricanes Milton and Helene made landfall in the United States and created devastation and flooding. Some politicians and political commentators believe these weather events were artificially created and controlled. Do you believe these weather events were artificially created and controlled?

Definitely Yes, Likely, Unlikely, Definitely No

**Included fields:**

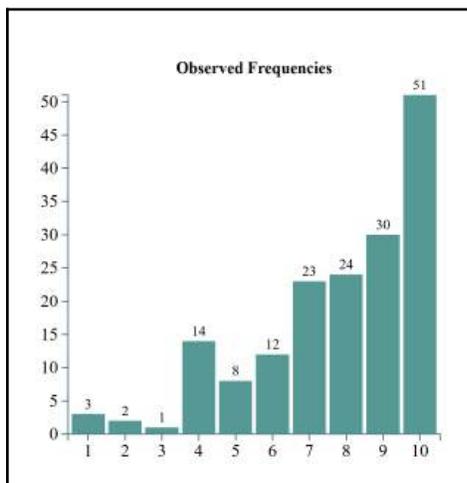
- hs\_conspiracy\_believer,
- hs\_conspiracy\_nonbeliever

**hs\_conspiracy\_believer**

**Dependent Variable:** Respondents who said 'definitely yes', 'likely', 'unlikely' vs. those who said 'definitely no'

**Internal Haystaq Model Name:** q\_right\_wing\_conspiracy\_possible\_aw

FLAG: 10%



## **hs\_conspiracy\_nonbeliever**

**Dependent Variable:** This DV is the inverse of the score above

**Internal Haystaq Model Name:** q\_right\_wing\_conspiracy\_possible\_aw

FLAG: 30%

## Consumer Values

### **Source question:**

If you were shopping for a big ticket item such as a washing machine or a car, which of these is your most important consideration: Sales/Discounts, Brand Reputation for Quality or Environmental Impact?

### **Included fields:**

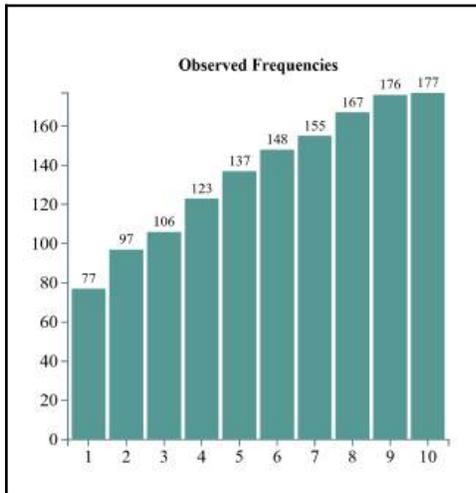
hs\_consumer\_value\_low\_cost,  
hs\_consumer\_value\_brand\_savings,  
hs\_consumer\_value\_environment

## **hs\_consumer\_value\_low\_cost**

**Dependent Variable:** Respondents who said 'sales' vs. those who said 'reputation','environmental impact'

**Internal Haystaq Model Name:** consumer\_values\_low\_cost\_aw

FLAG: 20%

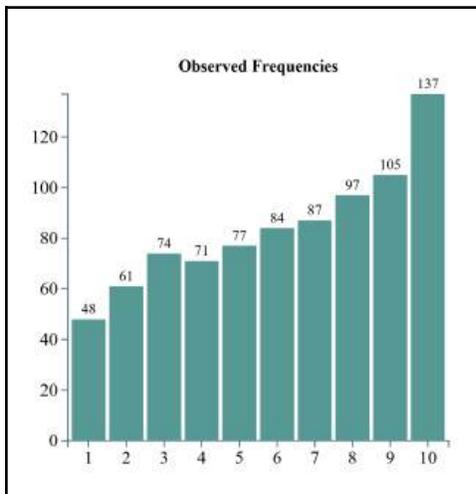


**hs\_consumer\_value\_brand\_savings**

**Dependent Variable:** Respondents who said 'reputation' vs. those who said 'environmental impact','sales'

**Internal Haystaq Model Name:** consumer\_values\_savings\_aw

FLAG: 15%

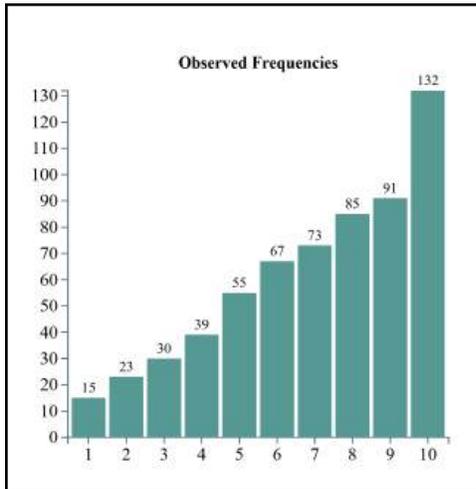


**hs\_consumer\_value\_environment**

**Dependent Variable:** Respondents who said 'environmental impact' vs. those who said 'sales' or 'reputation'

**Internal Haystaq Model Name:** consumer\_values\_environment\_aw

FLAG: 10%



## Critical Race Theory

### Source question:

Do you think it is ok to remove books from public school libraries based on content such as discussions of slavery or racial inequality, discussions of homosexual or transexual issues or criticisms of US history or historical figures?

Remove all/any Books with this Content, Remove some of this content, Never Restrict Books based on this Content, Unsure

### Included fields:

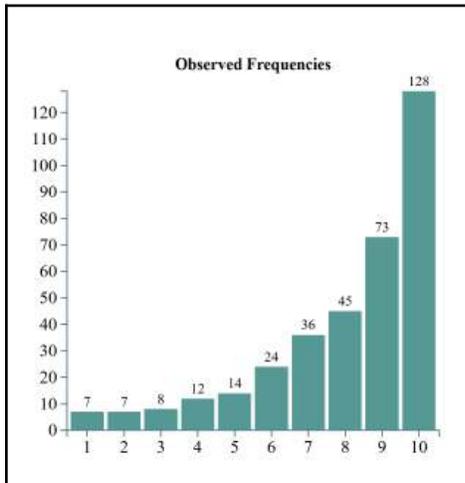
hs\_critical\_race\_theory\_books\_ban,  
 hs\_critical\_race\_theory\_books\_do\_not\_ban

### hs\_critical\_race\_theory\_books\_ban

**Dependent Variable:** Respondents who said 'ban all' vs. those who said 'ban none'

**Internal Haystaq Model Name:** crt\_ban\_all\_problematic\_books\_2w

Positive\_FLAG: 10%

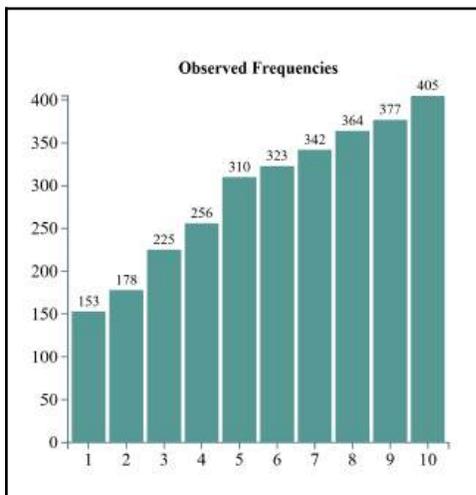


**hs\_critical\_race theory\_books\_do\_not\_ban**

**Dependent Variable:** Respondents who said 'ban none' vs. those who said 'ban all', 'ban some', or 'unsure'

**Internal Haystaq Model Name:** crt\_do\_not\_ban\_books\_aw

Negative\_FLAG: 25%



# Crypto Buyers

**Source question:**

How likely are you to buy crypto currency in the next year?

Unsure or Unfamiliar with Crypto, Highly Likely, Somewhat Likely, Somewhat Unlikely, Highly Unlikely

**Included fields:**

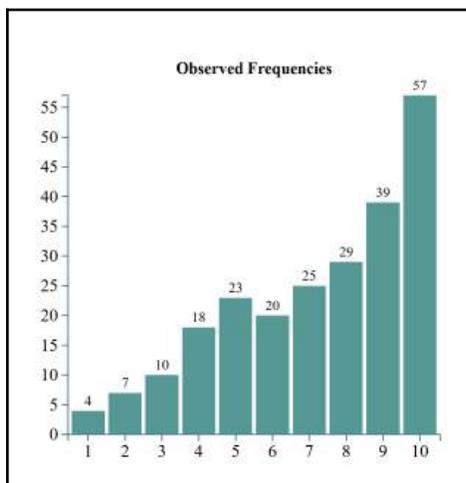
- hs\_crypto\_buyer\_yes,
- hs\_crypto\_buyer\_no

**hs\_crypto\_buyer\_yes**

**Dependent Variable:** Respondents who said 'highly likely', 'somewhat likely' vs. those who said 'somewhat unlikely', 'highly unlikely', 'unsure'

**Internal Haystaq Model Name:** crypto\_buyers\_aw

FLAG: 10%

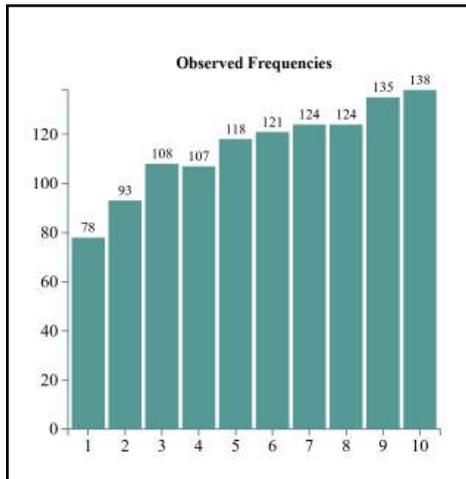


**hs\_crypto\_buyer\_no**

**Dependent Variable:** Respondents who said 'somewhat unlikely', 'highly unlikely', 'vs. those who said 'highly likely','somewhat likely','unsure

**Internal Haystaq Model Name:** crypto\_buyers\_no\_aw

FLAG: 40%



## Crypto Currency

**Source question:**

How do you feel about the government’s role in regulating crypto currencies like Bitcoin? Should the government have NO role in regulating crypto currency? Do you believe the current rules and regulations are generally sufficient? Do you believe the government should do more to protect the public? Or do you believe crypto currencies should be severely restricted or banned?

No Role, Current Rules OK, More to Protect the Public, Severe Restrictions, Unsure

**Included fields:**

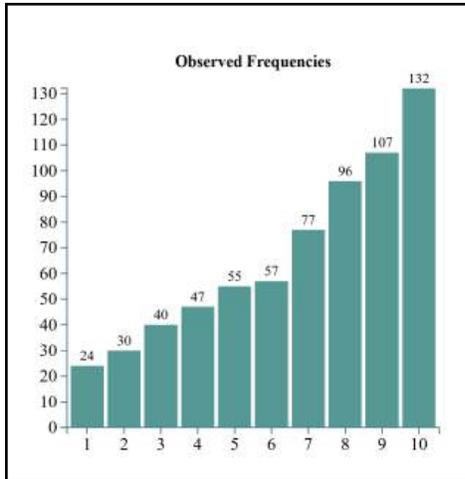
- hs\_crypto\_increase\_restrictions,
- hs\_crypto\_reduce\_restrictions,
- hs\_crypto\_reduce\_leave\_as\_is

**hs\_crypto\_reduce\_restrictions**

**Dependent Variable:** Respondents who said 'no role' vs. those who said 'protect more', 'severe restrictions', 'current rules ok', or 'unsure'

**Internal Haystaq Model Name:** crypto\_reduce\_restrictions\_aw

FLAG: 20%

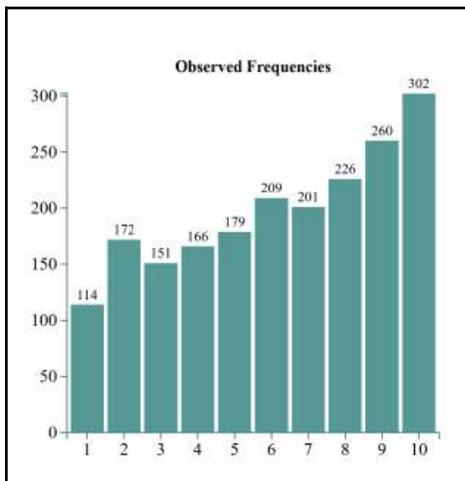


**hs\_crypto\_increase\_restrictions**

**Dependent Variable:** Respondents who said 'protect more','severe restrictions' vs. those who said 'no role','unsure','current rules ok'

**Internal Haystaq Model Name:** crypto\_increase\_restrictions\_aw

FLAG: 20%

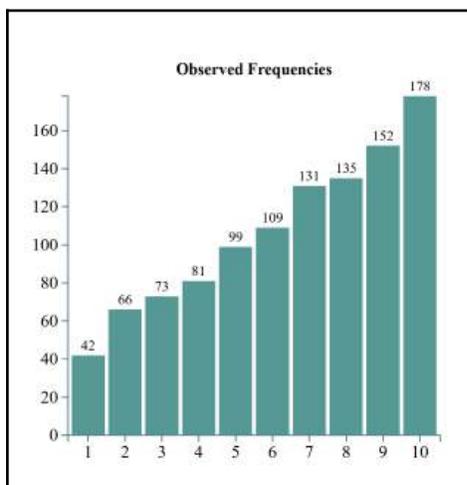


**hs\_crypto\_leave\_as\_is**

**Dependent Variable:** Respondents who said 'no role', 'current rules ok' vs. those who said 'protect more','severe restrictions' or 'unsure'

**Internal Haystaq Model Name:** crypto\_leave\_as\_is\_aw

FLAG: 20%



**Death Penalty**

**Source question:**

Do you favor or oppose the death penalty?

Strongly Favor, Somewhat Favor, Somewhat Oppose, Strongly Oppose, Unsure

**Included fields:**

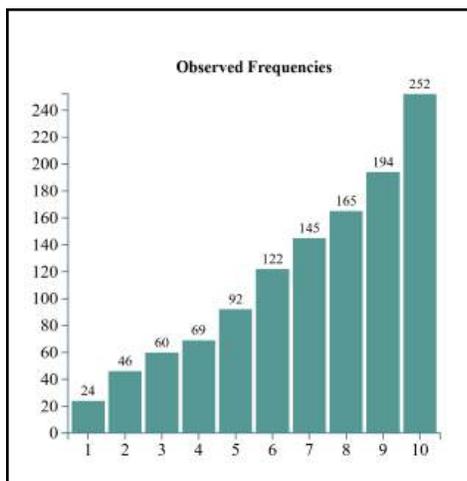
- hs\_death\_penalty\_oppose,
- hs\_death\_penalty\_support,

**hs\_death\_penalty\_support**

**Dependent Variable:** Respondents who said 'strongly favor' vs. those who said 'strongly oppose', 'somewhat oppose', or 'unsure'

**Internal Haystaq Model Name:** death\_penalty\_str\_support\_aw

Positive\_FLAG: 20%

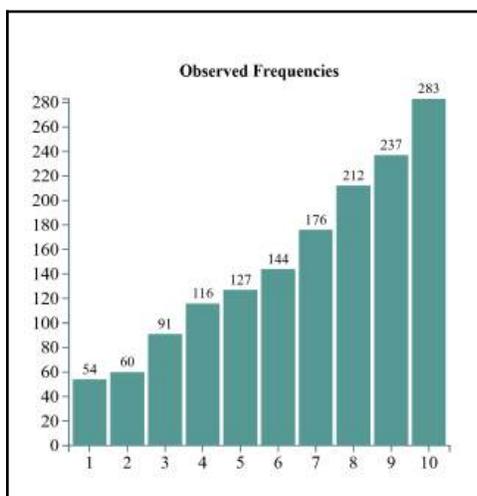


**hs\_death\_penalty\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose', 'somewhat oppose' vs. those who said 'strongly favor', 'somewhat favor', or 'unsure'

**Internal Haystaq Model Name:** death\_penalty\_oppose\_aw

Negative\_FLAG: 20%



# Defense Spending

**Source question:**

What do you think of the US Defense Department’s budget? Should the DoD budget be: greatly reduced, slightly reduced, left where it is, slightly increased, or greatly increased?

No Opinion, Greatly Reduced, Slightly Reduced, Left Where it Is, Slightly Increased, Greatly Increased

**Included fields:**

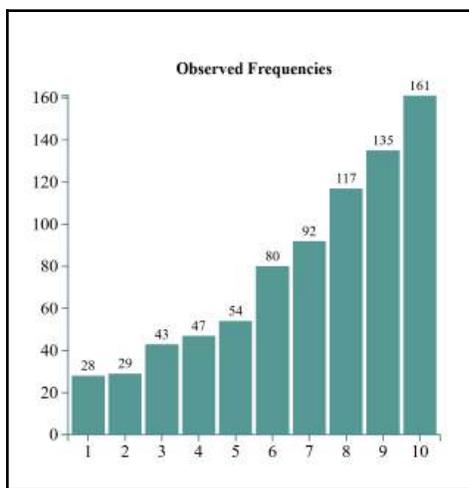
- hs\_defense\_spending\_reduce,
- hs\_defense\_spending\_increase

**hs\_defense\_spending\_reduce**

**Dependent Variable:** Respondents who said 'greatly reduced' vs. those who said 'greatly increased', 'slightly increased'

**Internal Haystaq Model Name:** defense\_spending\_greatly\_reduce\_2w2

FLAG: 25%

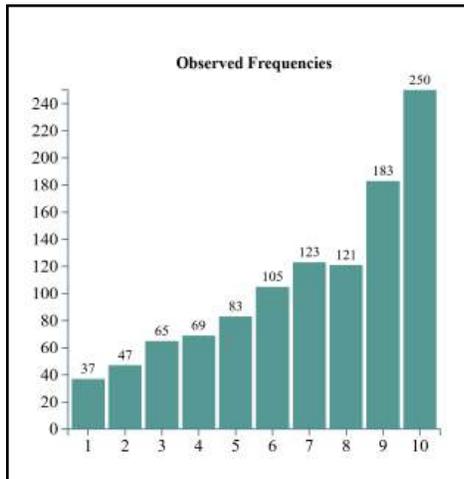


**hs\_defense\_spending\_increase**

**Dependent Variable:** Respondents who said 'greatly increased','slightly increased' vs. those who said 'greatly reduced','slightly reduced','no opinion', 'ok'

**Internal Haystaq Model Name:** defense\_spending\_increase\_aw

FLAG: 20%



## DEI

**Source question:**

Many companies, universities and organizations run DEI or Diversity, Equity and Inclusion initiatives. Do you consider DEI programs to be a positive thing or a negative thing?

Unsure or Unfamiliar ,Very Positive, Somewhat Positive ,Somewhat Negative ,Very Negative

**Included fields:**

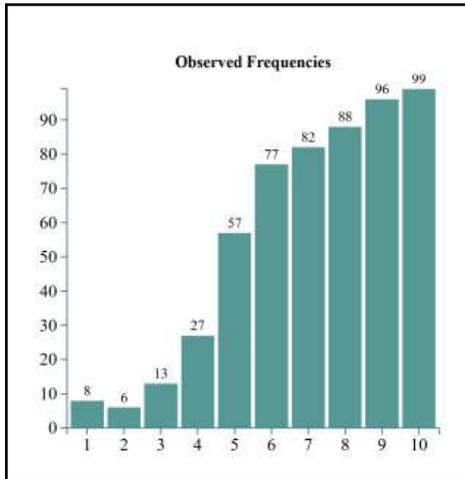
- hs\_dei\_oppose,
- hs\_dei\_support

**hs\_dei\_support**

**Dependent Variable:** Respondents who said 'Very Positive' vs. those who said 'Somewhat Negative' or 'Very Negative' or 'unsure'

**Internal Haystaq Model Name:** dei\_positive\_str\_aw

Positive\_FLAG: 20%

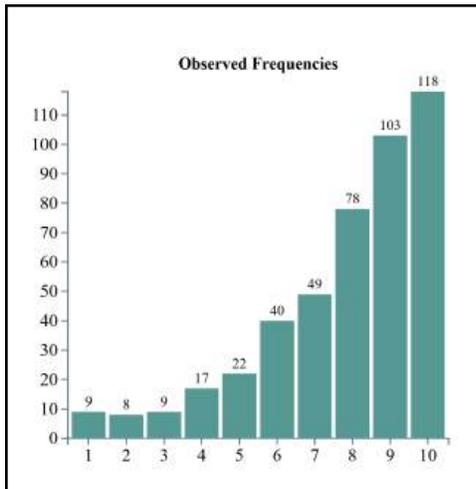


**hs\_dei\_oppose**

**Dependent Variable:** Respondents who said 'somewhat negative','very negative' vs. those who said "somewhat positive','very positive','unsure'

**Internal Haystaq Model Name:** dei\_negative\_aw

Negative\_FLAG: 20%



## Democrat (Type of)

**Source question:**

Would you say you more closely align with progressive Democrats like Bernie Sanders, Elizabeth Warren and AOC or more moderate Democrats like Kamala Harris, Nancy Pelosi, and Chuck Schumer?

Progressives, Moderates, Unsure

**Included fields:**

hs\_democratic\_partisanship\_progressive\_vs\_moderate\_moderate,  
 hs\_democratic\_partisanship\_progressive\_vs\_moderate\_progressive

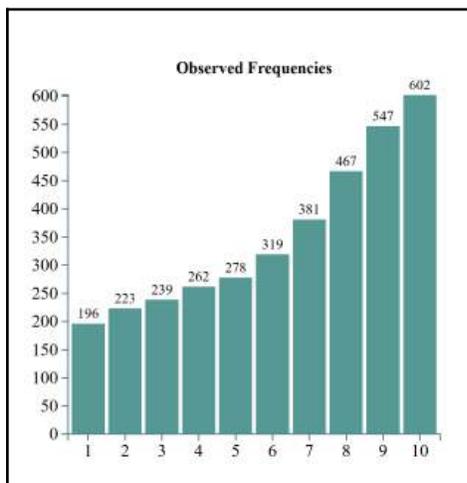
**hs\_democratic\_partisanship\_progressive\_vs\_moderate\_progressive**

**\*note: this score was limited to likely Democrats**

**Dependent Variable:** Respondents who said 'progressives' vs. those who said 'moderates' or 'unsure'

**Internal Haystaq Model Name:** dem\_type\_progressive\_aw

FLAG: 20%



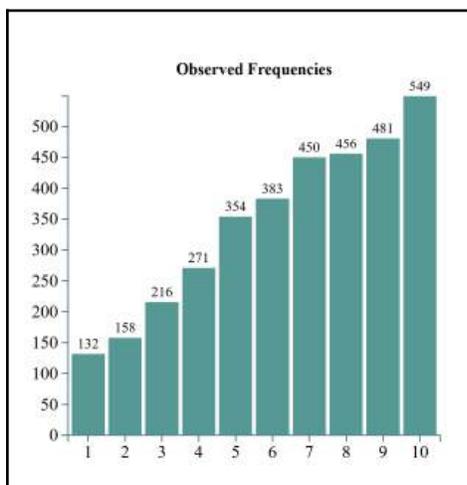
**hs\_democratic\_partisanship\_progressive\_vs\_moderate\_moderate**

**\*Note:** This score was limited to likely Democrats

**Dependent Variable:** Respondents who said 'moderates' vs. those who said 'progressives' or 'unsure'

**Internal Haystaq Model Name:** dem\_type\_moderate\_aw

FLAG: 20%



**Despondency**

**Source question:**

How close are you to where you thought you would be at this stage of your life?

Far Ahead, A little Ahead, On Pace, A little Behind, Far Behind

**Included fields:**

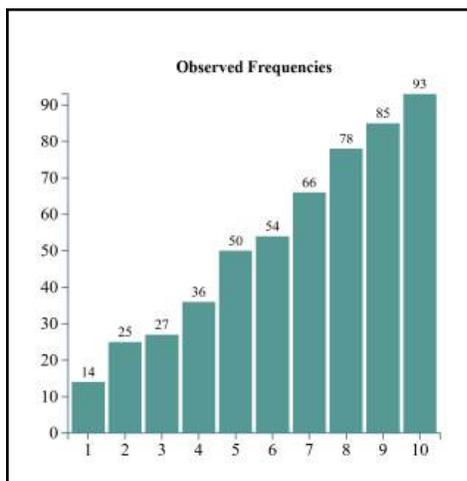
- hs\_economic\_despondency\_far\_behind,
- hs\_economic\_despondency\_on\_pace,
- hs\_economic\_despondency\_far\_ahead

**hs\_economic\_despondency\_far\_behind**

**Dependent Variable:** Respondents who answered 'far behind' vs those who answered 'far ahead', 'a little ahead', 'on pace'

**Internal Haystaq Model Name:** despondency\_far\_behind\_aw

Positive\_FLAG: 25%

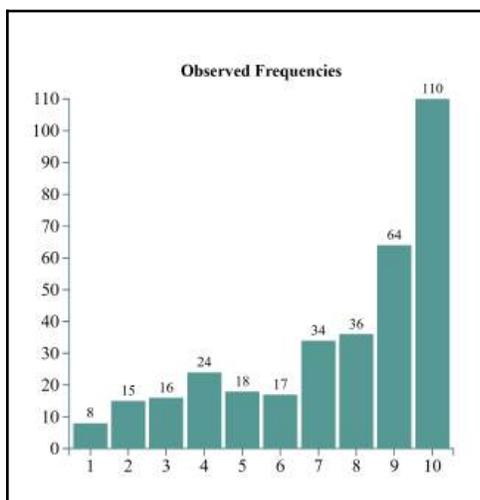


**hs\_economic\_despondency\_ahead**

**Dependent Variable:** Respondents who answered "far ahead" vs those who answered 'a little behind', 'far behind'

**Internal Haystaq Model Name:** despondency\_far\_ahead\_2w2

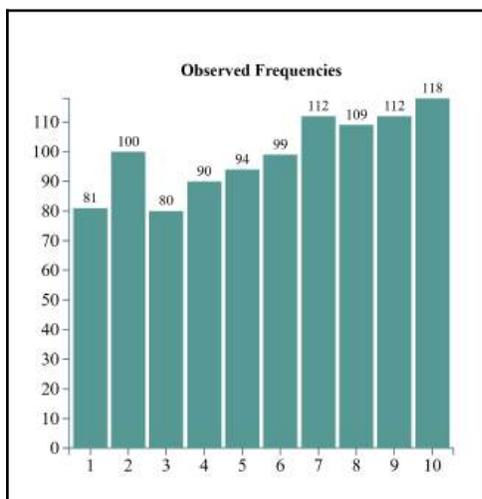
Negative\_FLAG: 10%



**hs\_economic\_despondency\_on\_pace**

**Dependent Variable:** Respondents who answered “on pace” vs those who answered 'far ahead', 'a little ahead', 'a little behind', 'far behind'

**Internal Haystaq Model Name:** despondency\_on\_pace\_aw  
 Negative\_FLAG: 20%



**DOGE**

**Source question:**

President Trump created DOGE headed by Elon Musk and tasked it with cutting \$1 Trillion from the federal budget. Do you support or oppose the creation of the department and the actions it has taken?

Unsure, Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose

**Included fields:**

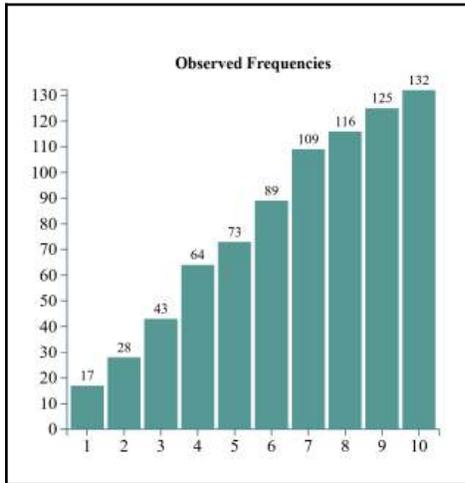
- hs\_doge\_oppose,
- hs\_doge\_support

**hs\_doge\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose' vs. those who said 'unsure','somewhat support' 'strongly support'

**Internal Haystaq Model Name:** doge\_str\_oppose\_aw

FLAG: 30%

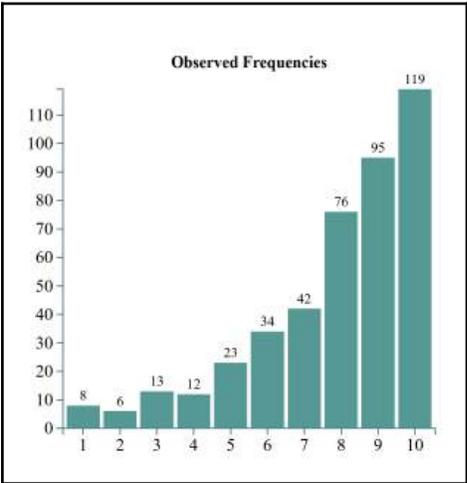


**hs\_doge\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose','somewhat oppose', 'unsure','somewhat support'

**Internal Haystaq Model Name:** doge\_str\_support\_aw3

FLAG: 20%



# Early Voting

**Source:**

Vote history method of voting available on the voter file.

**Included fields:**

hs\_likely\_early\_voter

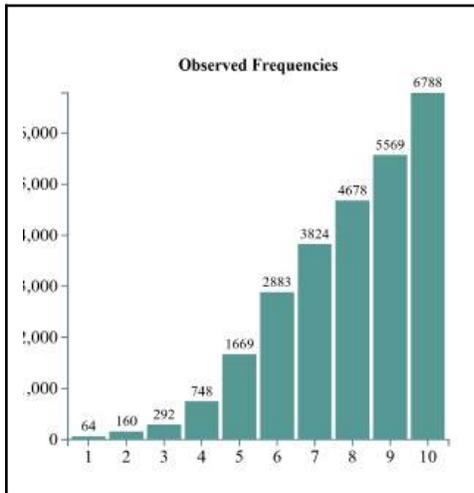
**hs\_likely\_early\_voter**

**Dependent Variable:** Registered voters who voted early in the 2020 presidential election vs. those who were eligible to vote in the 2020 presidential election but did not vote, in states where there was early voting.

**Internal Haystaq Model Name:** voted\_early\_v\_all\_eligible\_voters\_score

Positive\_FLAG: 20%

Negative\_FLAG: bottom 50%



## Economic Anxiety

### Source question:

How worried are you about things like your job security, having enough money for your retirement, or your children's economic prospects?

Very Worried, Somewhat Worried, Not Worried , Unsure

### Included fields:

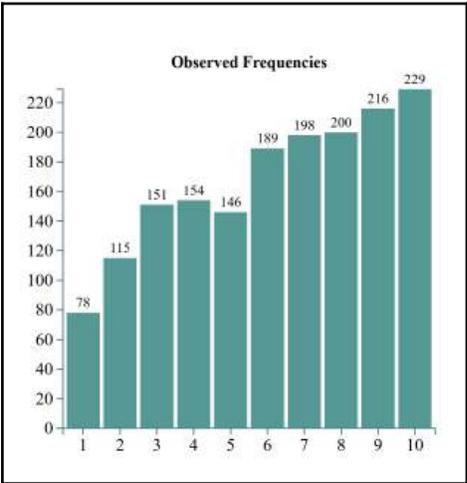
hs\_econ\_anxiety\_very\_worried,  
hs\_econ\_anxiety\_not\_worried

### hs\_econ\_anxiety\_very\_worried

**Dependent Variable:** Respondents who said 'very worried' vs. those who said 'not worried'

**Internal Haystaq Model Name:** economic\_anxiety\_str\_2w

FLAG: 20%

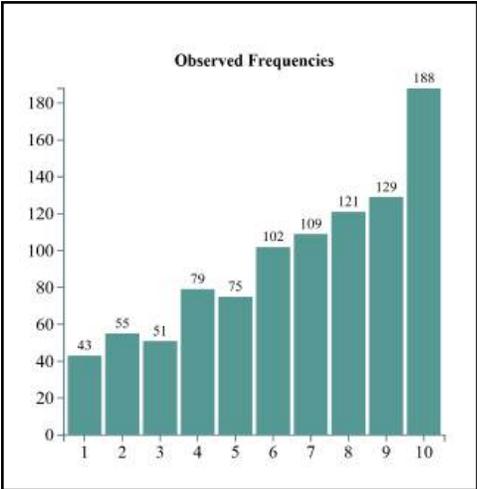


**hs\_econ\_anxiety\_not\_worried**

**Dependent Variable:** Respondents who said 'not worried' vs. those who said 'very worried', 'somewhat worried', 'unsure'

**Internal Haystaq Model Name:** economic\_anxiety\_none\_aw

FLAG: 10%



# Electric Vehicle Ownership

**Source question:**

How likely are you to own or buy a fully electric vehicle in the next three years?  
UnLikely, Somewhat likely, Extremely likely, I Already Own an Electric Vehicle

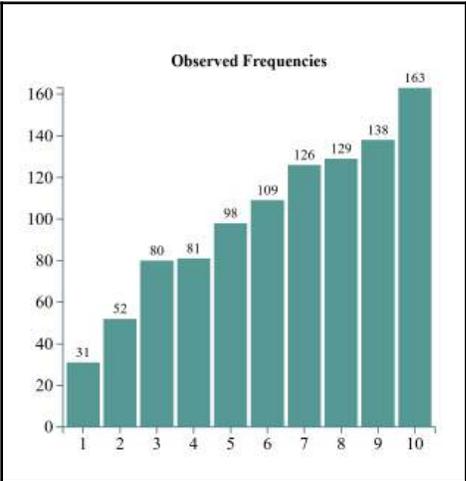
**Included fields:**

- hs\_electric\_vehicle\_likely\_buyer,
- hs\_electric\_vehicle\_not\_likely

**hs\_electric\_vehicle\_likely\_buyer**

**Dependent Variable:** Respondents who answered ‘already own’, ‘extremely likely’, ‘somewhat likely’ vs those who answered ‘unlikely’

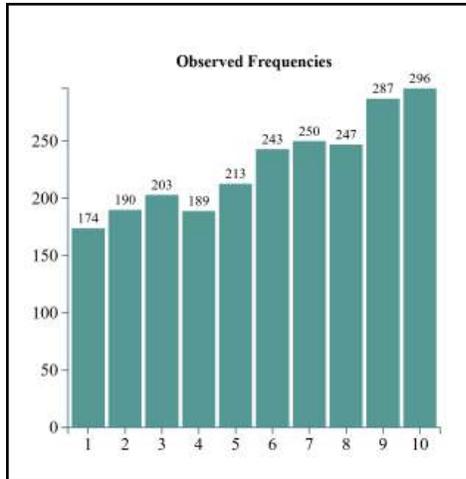
**Internal Haystaq Model Name:** electric\_vehicle\_likely\_buyer\_aw3  
Positive\_FLAG: 10%



**hs\_electric\_vehicle\_not\_likely**

**Dependent Variable:** Respondents who answered 'unlikely' vs those who answered 'already own', 'extremely likely', 'somewhat likely'

**Internal Haystaq Model Name:** electric\_vehicle\_buyer\_no\_aw  
 Negative\_FLAG: 20%



**Environment- Climate Change**

**Source question:**

From what you've read and heard, is there solid evidence that the average temperature on earth has been getting warmer over the past few decades as a result of human activity?

Yes, No, Unsure

**Included fields:**

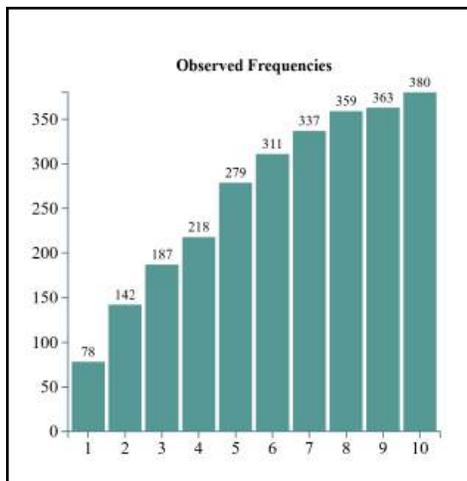
- hs\_climate\_change\_believer,
- hs\_climate\_change\_nonbeliever

**hs\_climate\_change\_believer**

**Dependent Variable:** Respondents who said 'yes' vs. those who said 'no', 'unsure'

**Internal Haystaq Model Name:** climate\_change\_evidence\_aw

Positive\_FLAG: 30%

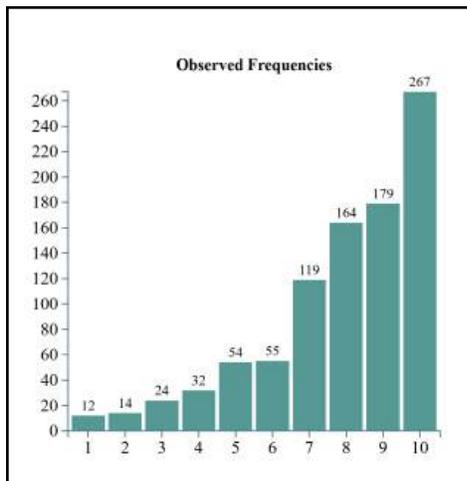


**hs\_climate\_change\_nonbeliever**

**Dependent Variable:** Respondents who said 'no' vs. those who said 'yes', 'unsure'

**Internal Haystaq Model Name:** climate\_change\_no\_evidence\_aw

Negative\_FLAG: 10%



## Family Medical Leave

**Source question:**

Do you support or oppose paid family and medical leave for all US workers?  
 Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose, Unsure

**Included fields:**

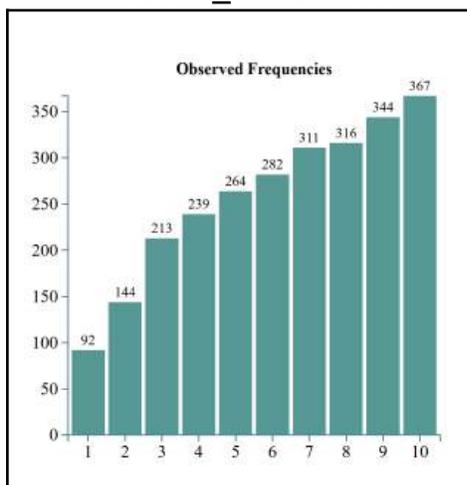
- hs\_family\_medical\_leave\_oppose,
- hs\_family\_medical\_leave\_support

**hs\_family\_medical\_leave\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly opposed', 'somewhat opposed', 'neutral/unsure'

**Internal Haystaq Model Name:** family\_medical\_leave\_str\_support\_aw2

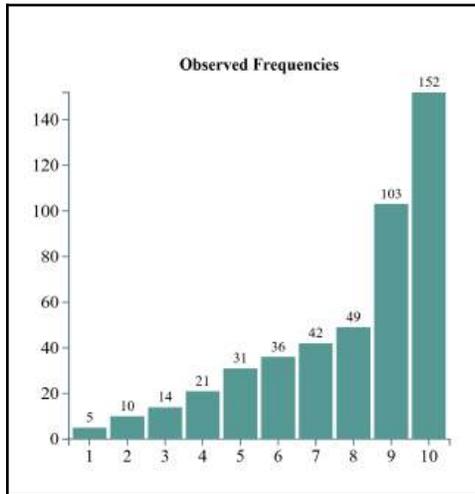
Positive\_FLAG: 20%



**hs\_family\_medical\_leave\_oppose**

**Dependent Variable:** Respondents who said 'strongly opposed', 'somewhat opposed' vs. those who said 'strongly support', 'somewhat support', 'neutral/unsure'

**Internal Haystaq Model Name:** family\_medical\_leave\_oppose\_aw  
**Positive\_FLAG:** 20%



## Federal Lands (Plan to Sell)

**Source question:**

President Trump plans to sell federal lands to create a sovereign wealth fund, a federally-owned investment fund. Do you support or oppose this plan?  
 Unsure, Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose

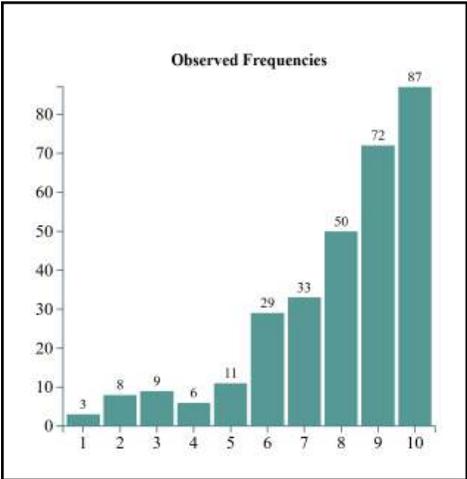
**Included fields:**

- hs\_sell\_federal\_lands\_oppose,
- hs\_sell\_federal\_lands\_support

**hs\_sell\_federal\_lands\_support**

**Dependent Variable:** Respondents who answered ‘strongly support’ or ‘somewhat support’ vs those who answered ‘somewhat disapprove’ or ‘strongly disapprove’

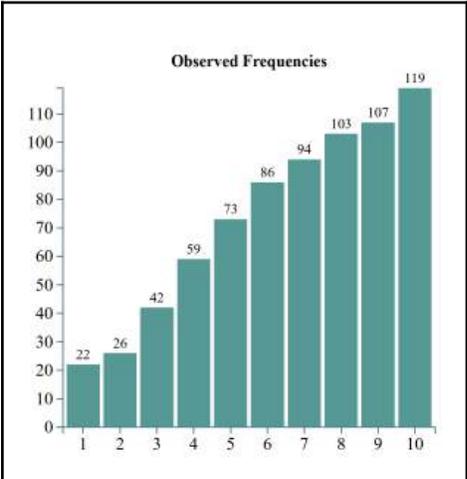
**Internal Haystaq Model Name:** sell\_federal\_lands\_support\_2w  
**Positive\_FLAG:** 20%



**hs\_sell\_federal\_land\_oppo**

**Dependent Variable:** Respondents who answered 'strongly oppose' vs those who answered 'strongly support','somewhat support','unsure'

**Internal Haystaq Model Name:** sell\_federal\_land\_strongly\_oppo\_aw  
Positive\_FLAG: 30%



# Felons Voting

**Source question:**

Right now, some people who have been convicted of a felony and have served their sentence are not allowed to vote. Do you think that a felon who has paid their debt to society should be allowed the opportunity to vote, or do you think felons forfeited their right to vote?

Should be Allowed to Vote, Should Not Allowed to Vote, Unsure

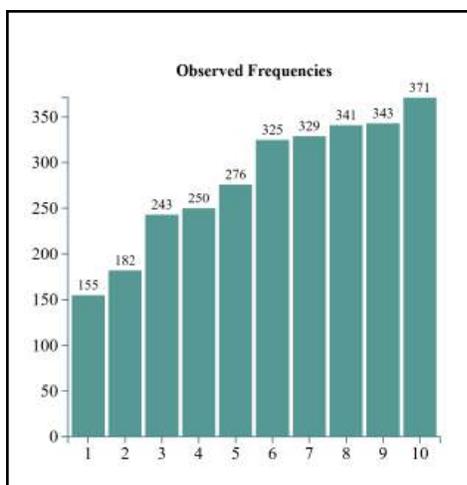
**Included fields:**

- hs\_felon\_voting\_support,
- hs\_felon\_voting\_oppose

**hs\_felon\_voting\_support**

**Dependent Variable:** Respondents who said 'allowed' vs. those who said 'not allowed', 'unsure'

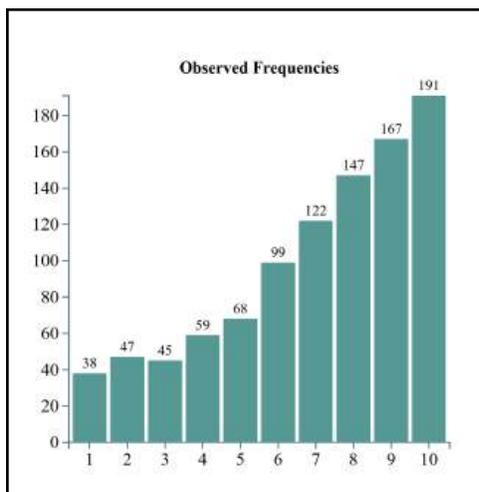
**Internal Haystaq Model Name:** felons\_voting\_support\_aw  
Positive\_FLAG: 20%



**hs\_felon\_voting\_oppose**

**Dependent Variable:** Respondents who said 'not allowed' vs. those who said 'allowed', 'unsure'

**Internal Haystaq Model Name:** felons\_voting\_oppose\_aw  
 Negative\_FLAG: 20%



## FEMA State Level

**Source question:**

Do you support the idea of getting rid of FEMA or the Federal Emergency Management Agency and replacing it with state level Emergency Management?

Unsure, Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose

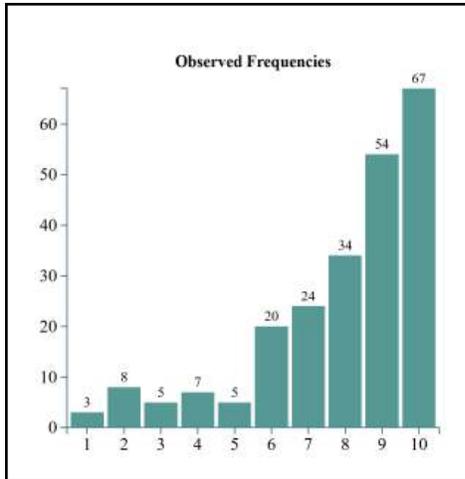
**Included fields:**

hs\_state\_level\_fema\_oppose,  
 hs\_state\_level\_fema\_support

**hs\_state\_level\_fema\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose','somewhat oppose'

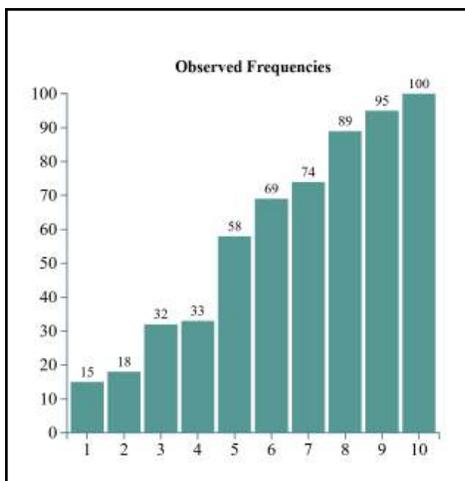
**Internal Haystaq Model Name:** fema\_state\_level\_str\_support\_aw2  
 Positive\_FLAG: 20%



**hs\_state\_level\_fema\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose' vs. those who said 'strongly support', 'somewhat support', 'unsure'

**Internal Haystaq Model Name:** fema\_state\_level\_str\_oppose\_aw  
 Positive\_FLAG: 30%



## Female Candidates

**Source question:**

Thinking of candidates for political office, with all other factors being equal, do you prefer to support a woman over an equally-qualified man?

Favor Women, Do Not Favor Women, Don't Consider Gender

**Included fields:**

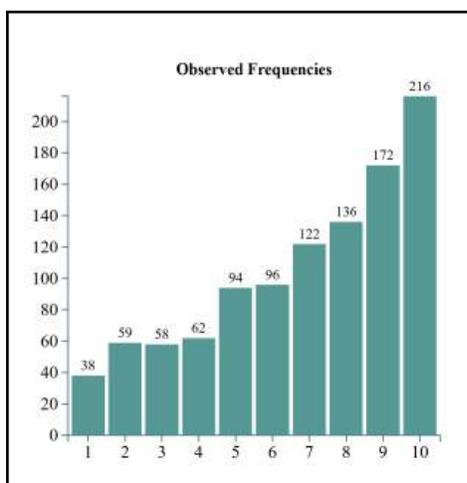
- hs\_candidate\_female\_prefer,
- hs\_candidate\_female\_do\_not\_prefer

**hs\_candidate\_female\_prefer**

**Dependent Variable:** Respondents who said 'favor' vs. those who said 'do not favor', 'do not consider'

**Internal Haystaq Model Name:** female\_candidates\_prefer\_aw

Positive\_FLAG: 10%

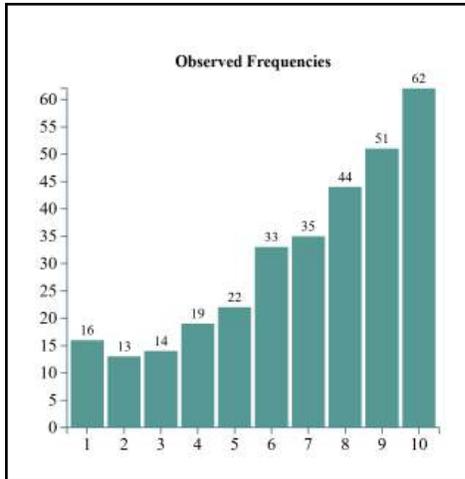


**hs\_candidate\_female\_do\_not\_prefer**

**Dependent Variable:** Respondents who said 'not favor' vs. those who said ' favor', 'do not consider'

**Internal Haystaq Model Name:** female\_candidates\_not\_prefer\_aw

Positive\_FLAG: 20%



# Gas Tax

**Source question:**

In general, would you support or oppose increased taxes on gas to fund road repairs?  
 Strongly Support Increased Gas Tax, Somewhat Support Increased Gas Tax,  
 Neutral/Unsure, Somewhat Oppose Increased Gas Tax, Strongly Oppose Increased  
 Gas Tax

**Included fields:**

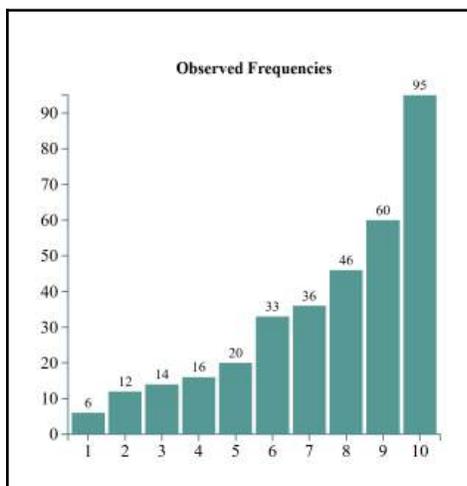
hs\_gas\_tax\_support,  
 hs\_gas\_tax\_oppose

**hs\_gas\_tax\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose', 'neutral/unsure', 'somewhat oppose'

**Internal Haystaq Model Name:** gas\_tax\_support\_str\_aw

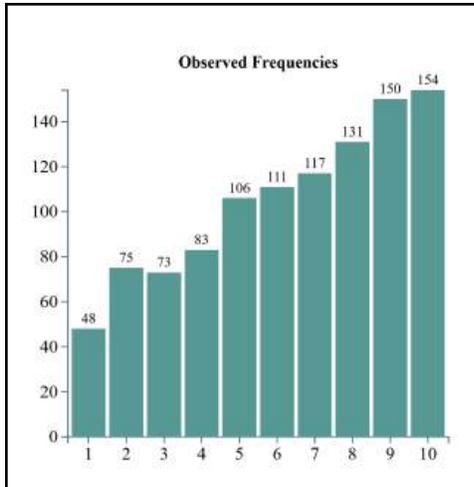
Positive\_FLAG: 15%



**hs\_gas\_tax\_oppose**

**Dependent Variable:** Respondents who said 'strongly opposed', 'somewhat opposed' vs. those who said 'strongly support', 'somewhat support', 'neutral/unsure'

**Internal Haystaq Model Name:** gas\_tax\_oppose\_aw2  
 Negative\_FLAG: 25%



## General Vaccines

**Source question:**

Separate from Covid-19, how do you feel about mandating childhood vaccinations such as Measles, Mumps and Rubella for all children who have fully functional immune systems? Do you believe: 1. childhood vaccinations should be required, 2. vaccinations should be heavily encouraged, but not required, 3. families should make their own choices, or 4. vaccinations should be discouraged?

Required, Encouraged, Family Choice, Discouraged, Unsure

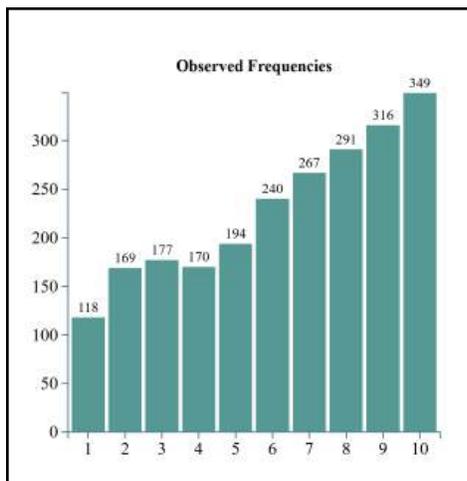
**Included fields:**

hs\_general\_anti\_vax\_pro\_vax

**hs\_general\_anti\_vax\_pro\_vax**

**Dependent Variable:** Respondents who answered 'required' vs those who answered 'family choice','discouraged','unsure','encouraged'

**Internal Haystaq Model Name:** general\_anti\_vax\_str\_pro\_vax\_aw2  
 Positive\_FLAG: 30%



## Gentrification

**Source question:**

What is your opinion on gentrification, the process where cities and neighborhoods change as wealthier people move into poorer neighborhoods?

Mostly Positive, Mostly Harmful, Unsure

**Included fields:**

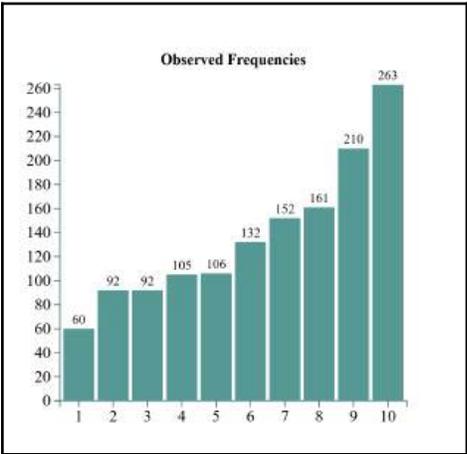
hs\_gentrification\_oppose,  
 hs\_gentrification\_support

**hs\_gentrification\_oppose**

**Dependent Variable:** Respondents who said 'mostly harmful' vs. those who said 'mostly positive' or 'unsure'

**Internal Haystaq Model Name:** gentrification\_mostly\_harmful\_aw

FLAG: 20%

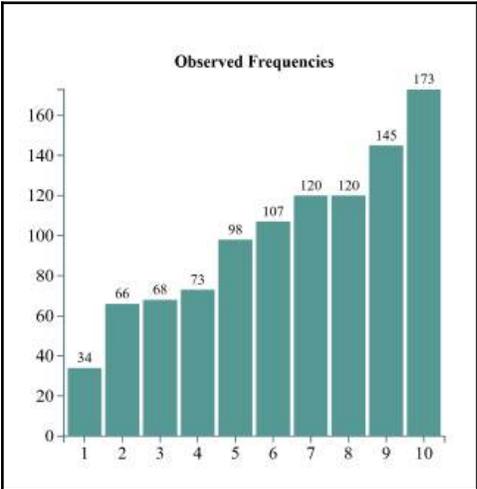


**hs\_gentrification\_support**

**Dependent Variable:** Respondents who said 'mostly positive' vs. those who said 'mostly harmful' or 'unsure'

**Internal Haystaq Model Name:** gentrification\_mostly\_positive\_2w

FLAG: 15%



## Gig Opinion

**Source question:**

Should “gig economy” companies like Uber, Lyft and Instacart be allowed to continue to treat their workers as independent contractors or should they be required to treat them as employees with access to benefits.

Independent Contractors, Employees with Benefits, Unsure

**Included fields:**

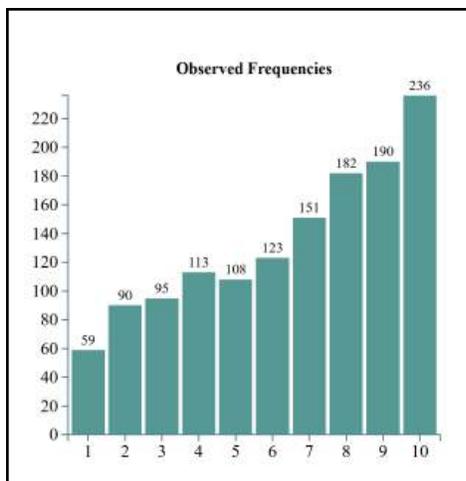
- hs\_gig\_work\_keep\_contractor,
- hs\_gig\_work\_make\_employees

**hs\_gig\_work\_keep\_contractor**

**Dependent Variable:** Respondents who said 'independent contractors' vs. those who said 'employees','unsure'

**Internal Haystaq Model Name:** gig\_opinion\_indep\_contractors\_aw

FLAG: 25%

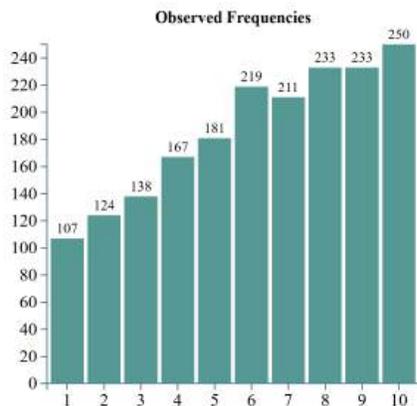


**hs\_gig\_work\_make\_employees**

**Dependent Variable:** Respondents who said 'employees' vs. those who said 'independent contractors', 'unsure'

**Internal Haystaq Model Name:** gig\_opinion\_employees\_aw

FLAG: 20%



**Gig Worker**

**Source question:**

Have you ever worked or considered working for a “gig economy” company like Uber, DoorDash or TaskRabbit or doing other short-term, flexible work?

Never, Considered, Did in the Past, Do now as side gig/extra income, Do gig work as primary income

**Included fields:**

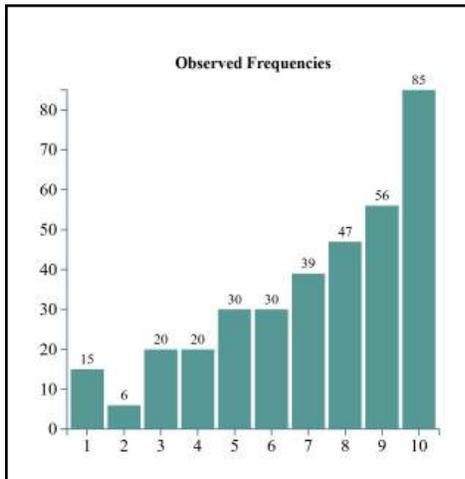
- hs\_gig\_worker\_job\_now,
- hs\_gig\_worker\_job\_unlikely,
- Hs\_gig\_worker\_job\_ever,

**hs\_gig\_worker\_job\_now**

**Dependent Variable:** Respondents who said 'part-time','full-time' vs. those who said 'never'

**Internal Haystaq Model Name:** gig\_worker\_now\_aw

Positive\_FLAG: 10%

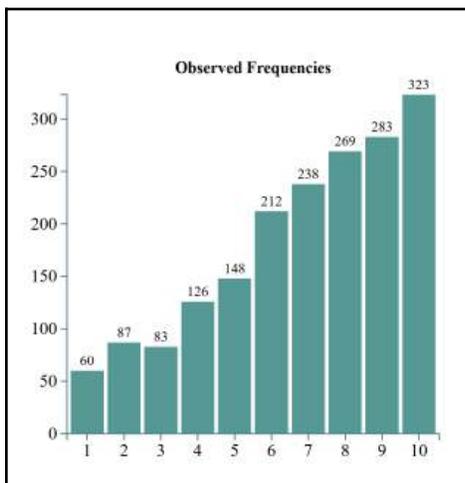


**hs\_gig\_worker\_job\_ever**

**Dependent Variable:** Respondents who said 'part-time','full-time','did in the past','consider' vs. those who said 'never'

**Internal Haystaq Model Name:** gig\_worker\_ever\_aw

Negative\_FLAG: 16%

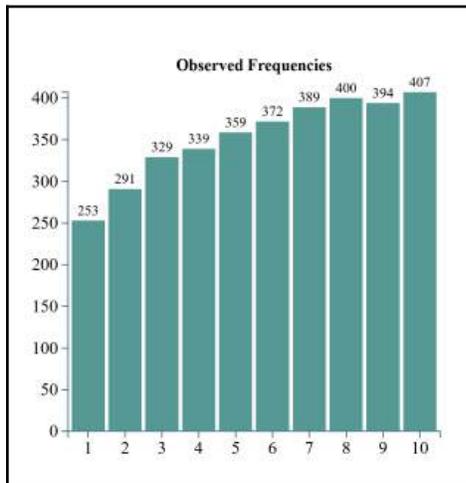


**hs\_gig\_worker\_job\_unlikely**

**Dependent Variable:** Respondents who said 'never' vs 'did in the past', 'part-time', 'full-time'

**Internal Haystaq Model Name:** gig\_worker\_never\_aw

Negative\_FLAG: 25%



**GOP Type**

**\*Note: this score limited to likely Republican voters only**

**Source question:**

Would you say you more closely align with traditional Republicans like Mitt Romney, Nikki Haley and Liz Cheney or more firebrand Republicans like Marjorie Taylor Greene, Lauren Boebert and Ted Cruz?

Establishment, Firebrand, Unsure

**Included fields:**

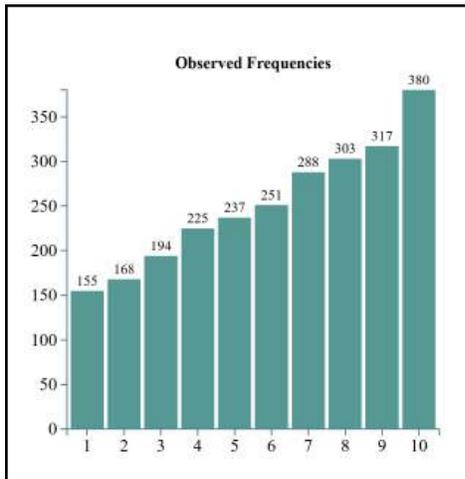
- hs\_republican\_partisanship\_establishment\_vs\_firebrand\_firebrand,
- hs\_republican\_partisanship\_establishment\_vs\_firebrand\_moderate

**hs\_republican\_partisanship\_establishment\_vs\_firebrand\_firebrand,**

**Dependent Variable:** Respondents who said 'firebrand' vs. those who said 'establishment' or 'unsure'

**Internal Haystaq Model Name:** gop\_type\_firebrand\_aw

Positive\_FLAG: 25%

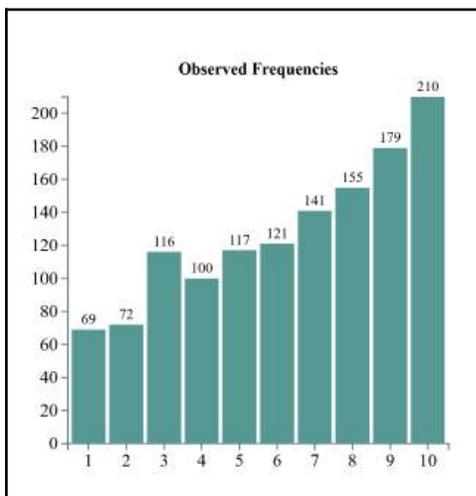


**hs\_republican\_partisanship\_establishment\_vs\_firebrand\_moderate**

**Dependent Variable:** Respondents who said 'establishment' vs. those who said 'firebrand' or 'unsure'

**Internal Haystaq Model Name:** gop\_type\_establishment\_aw

Negative\_FLAG: 20%



## Green New Deal

**Source question:**

From what you know now do you support or oppose the Green New Deal?  
 Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose, Unsure

**Included fields:**

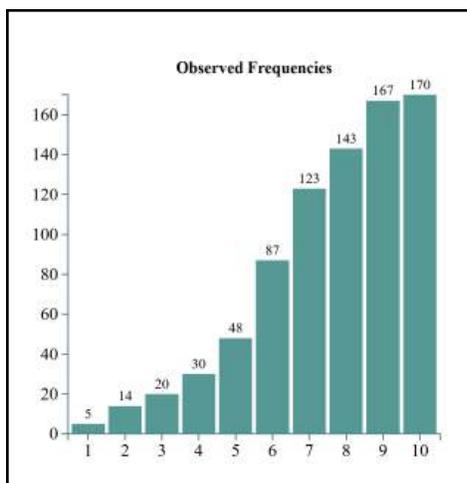
hs\_green\_new\_deal\_support,  
 hs\_green\_new\_deal\_oppose

**hs\_green\_new\_deal\_support**

**Dependent Variable:** Respondents who said 'strongly support', 'somewhat support' vs. those who said 'strongly oppose', 'somewhat oppose' or 'unsure'

**Internal Haystaq Model Name:** green\_new\_deal\_support\_aw

Positive\_FLAG: 25%

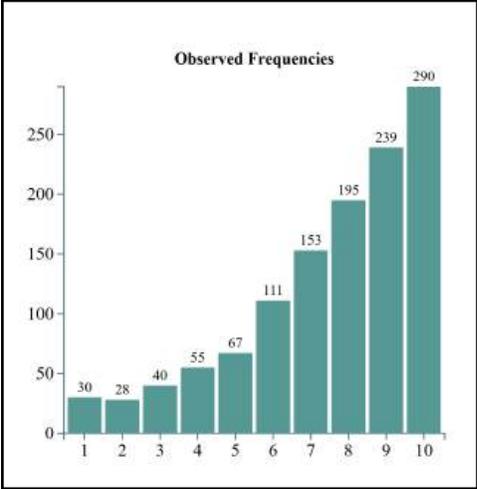


**hs\_green\_new\_deal\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose', 'somewhat oppose' vs. those who said 'strongly support', 'somewhat support', 'unsure'

**Internal Haystaq Model Name:** green\_new\_deal\_oppose\_aw2

Negative\_FLAG: 25%



# Gun Control

**Source question:**

Do you believe that the laws covering the sale and ownership of guns should be made stronger, made weaker or kept as they are now?

Stronger, Weaker, Kept as they are

**Included fields:**

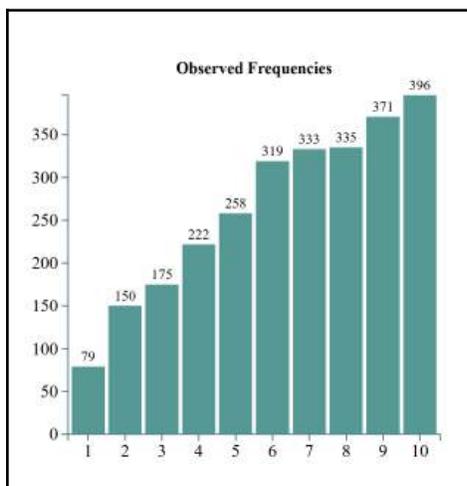
- hs\_gun\_control\_support,
- hs\_gun\_control\_oppose

**hs\_gun\_control\_support**

**Dependent Variable:** Respondents who said 'stronger' vs. those who said 'weaker', 'kept as they are'

**Internal Haystaq Model Name:** gun\_control\_more\_aw

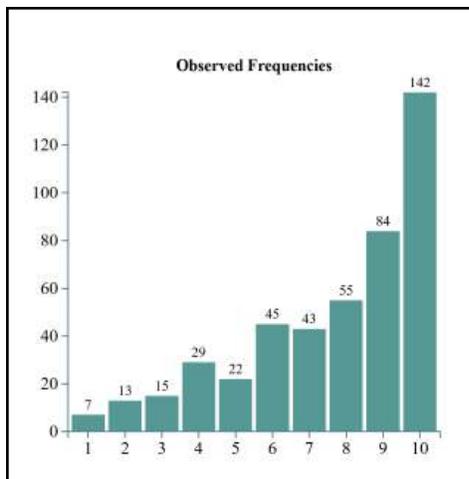
Positive\_FLAG: 20%



**hs\_gun\_control\_oppose**

**Dependent Variable:** Respondents who said 'weaker', 'kept as they are' vs. those who said 'stronger'

**Internal Haystaq Model Name:** gun\_control\_less\_aw  
 Negative\_FLAG: 15%



## Horse Race General

**Source question:**

Whom did you vote for in the 2024 Presidential General Election?  
 Undecided, Donald Trump, Kamala Harris, Another Candidate, Would not Vote

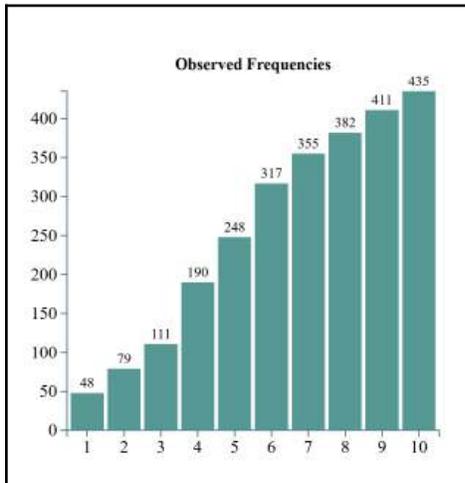
**Included fields:**

- hs\_trump\_vs\_harris\_favor\_trump,
- hs\_trump\_vs\_harris\_favor\_harris

**hs\_trump\_vs\_harris\_favor\_harris**

**Dependent Variable:** Respondents who answered ‘Kamala Harris’ vs those who answered ‘Donald Trump’, ‘Other’, ‘Undecided’, ‘Would not vote’

**Internal Haystaq Model Name:** trump\_harris\_harris\_aw  
 Positive\_FLAG: 30%

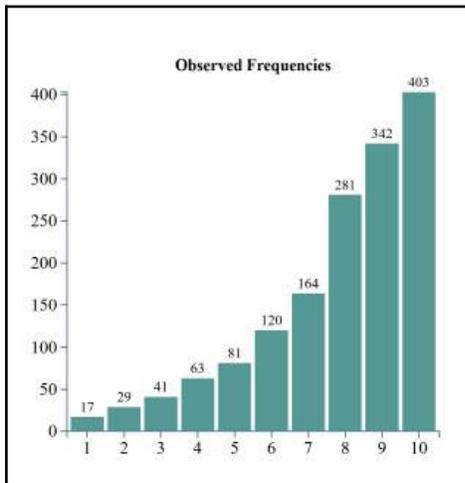


**hs\_trump\_vs\_harris\_favor\_trump**

**Dependent Variable:** Respondents who answered ‘Donald Trump’ vs those who answered ‘Kamala Harris’, ‘Other’, ‘Undecided’, ‘Would not vote’

**Internal Haystaq Model Name:** trump\_harris\_trump\_aw

Positive\_FLAG: 30%



# Home Buying

**Source question:**

Modeled people who appeared to have bought a home in 2024 on 2023 data (what they looked like before they bought a home) moved forward onto 2025 data

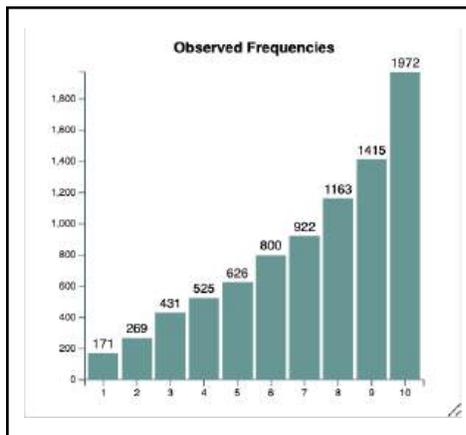
**Included fields:**

hs\_any\_home\_buyer,  
hs\_new\_home\_buyer

**hs\_any\_home\_buyer**

**Dependent Variable:** This DV included both first time home buyers and buyers who already owned a home.

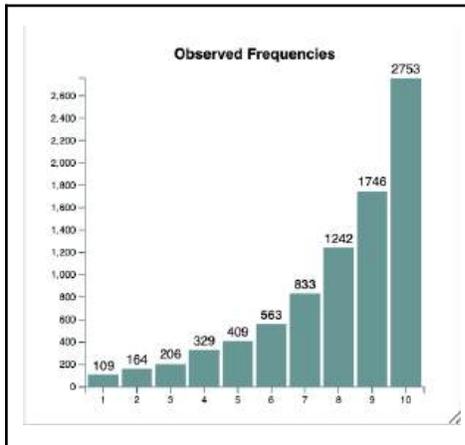
Positive\_FLAG: 10%



**hs\_new\_home\_buyer**

**Dependent Variable:** This DV included only first time home buyers

Positive\_FLAG: 10%



## Home Insurance – Government Role

### Source question:

Is it the government’s responsibility to provide home insurance of last resort for people whose areas have been deemed too risky by private insurance companies?

Unsure, Yes - Government Should Help, No - Not the Responsibility of Government

### Included fields:

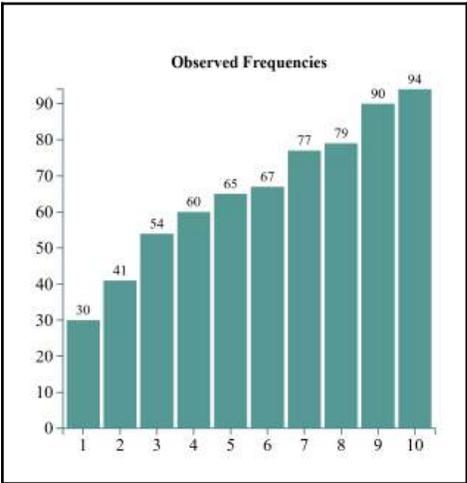
hs\_insurance\_of\_last\_resort\_government\_should\_provide,  
 hs\_insurance\_of\_last\_resort\_government\_should\_not\_provide

### hs\_insurance\_of\_last\_resort\_government\_should\_provide

**Dependent Variable:** Respondents who answered ‘yes’ vs those who answered ‘no’

**Internal Haystaq Model Name:** govt\_home\_insurance\_2w

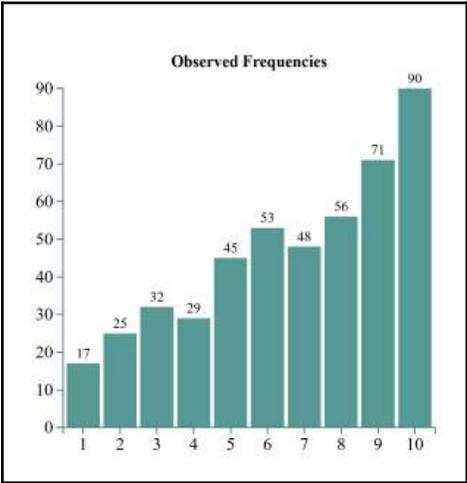
Positive\_FLAG: 20%



**hs\_insurance\_of\_last\_resort\_government\_should\_not\_provide**

**Dependent Variable:** Respondents who answered 'no' vs those who answered 'yes' 'usnure'

**Internal Haystaq Model Name:** govt\_home\_insurance\_no\_aw  
Positive\_FLAG: 15%



## Ideology - General

**Source question:**

How would you describe your political ideology?

Very Liberal, Somewhat Liberal, Moderate, Somewhat Conservative, Very Conservative

**Included fields:**

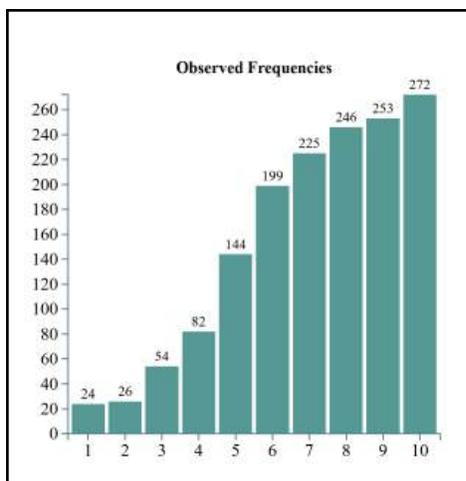
- hs\_ideology\_general\_liberal,
- hs\_ideology\_general\_moderate,
- hs\_ideology\_general\_conservative

### hs\_ideology\_general\_liberal

**Dependent Variable:** Respondents who said 'very liberal' or 'somewhat liberal' vs. those who said 'somewhat conservative' or 'very conservative'

**Internal Haystaq Model Name:** ideology\_liberal\_2w

FLAG: 25%

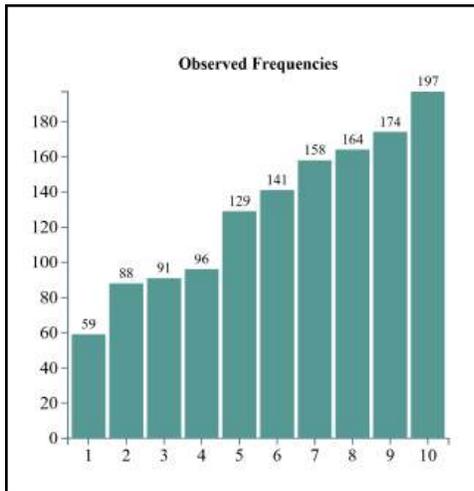


**hs\_ideology\_general\_moderate**

**Dependent Variable:** Respondents who said 'moderate' vs. those who said 'somewhat conservative', 'very liberal', 'somewhat liberal', 'very conservative'

**Internal Haystaq Model Name:** ideology\_moderate\_aw

FLAG: 20%



**hs\_ideology\_general\_conservative**

**Dependent Variable:** This DV is the inverse of the Ideology\_Liberal\_Vs\_Conservative\_Vs\_Moderate\_Ideology\_Liberal model above

**Internal Haystaq Model Name:** inverse of deology\_liberal\_2w

FLAG: 25%

**Ideology - Fiscal**

**Source question:**

How would you describe your political views on fiscal and economic issues?

Very liberal, Somewhat liberal, Moderate, Somewhat conservative, Very conservative

**Included fields:**

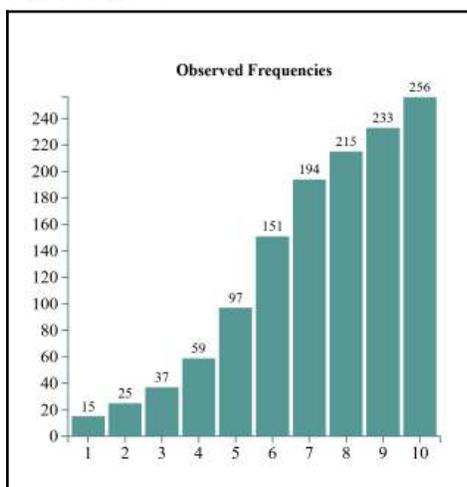
- hs\_ideology\_fiscal\_liberal,
- hs\_ideology\_fiscal\_moderate,
- hs\_Ideology\_fiscal\_conservative

**hs\_ideology\_fiscal\_liberal**

**Dependent Variable:** Respondents who said 'very liberal' or 'somewhat liberal' vs. those who said 'somewhat conservative' or 'very conservative'

**Internal Haystaq Model Name:** ideology\_fiscal\_liberal\_2w

FLAG: 25%

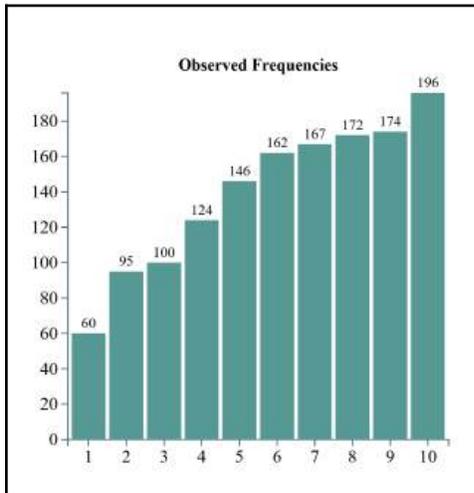


**hs\_ideology\_fiscal\_moderate**

**Dependent Variable:** Respondents who said 'moderate' vs. those who said 'very conservative' or 'very liberal'

**Internal Haystaq Model Name:** ideology\_fiscal\_moderate\_aw2

FLAG: 20%



**hs\_ideology\_fiscal\_conservative**

**Dependent Variable:** This DV is the inverse of the Ideology\_Partisanship\_Ideology\_Fiscal\_Ideology\_Fiscal\_Liberal  
**Internal Haystaq Model Name:** inverse of ideology\_fiscal\_liberal\_2w  
 FLAG: 25%

Ideology - Social

**Source question:**

How would you describe your political views on social issues?  
 Very liberal, Somewhat liberal, Moderate, Somewhat conservative, Very conservative

**Included fields:**

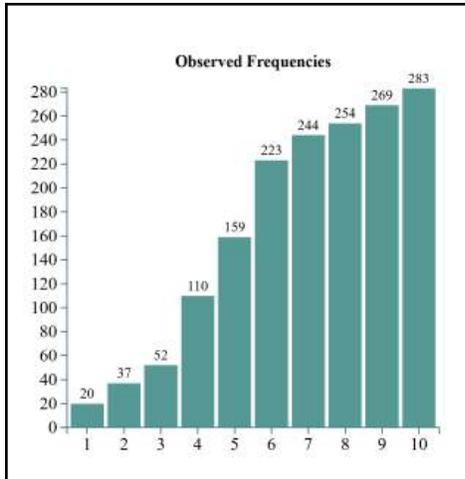
- hs\_ideology\_social\_liberal,
- hs\_ideology\_social\_moderate,
- hs\_ideology\_social\_conservative

**hs\_ideology\_social\_liberal**

**Dependent Variable:** Respondents who said 'very liberal' or 'somewhat liberal' vs. those who said 'somewhat conservative' or 'very conservative'

**Internal Haystaq Model Name:** ideology\_social\_liberal\_2w

FLAG: 25%

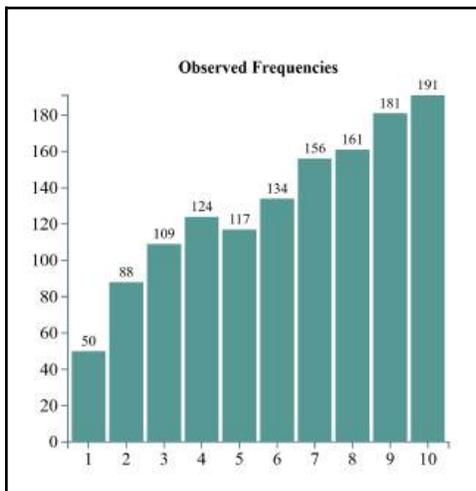


**hs\_ideology\_social\_moderate**

**Dependent Variable:** Respondents who said 'moderate' vs. those who said 'very conservative' or 'very liberal'

**Internal Haystaq Model Name:** ideology\_social\_moderate\_aw2

FLAG: 20%



## hs\_ideology\_social\_conservative

**Dependent Variable:** This DV is the inverse of the Socially Liberal Ideology model

**Internal Haystaq Model Name:** inverse of ideology\_social\_liberal\_2w

FLAG: 25%

## Immigration (View of)

### **Source question:**

When it comes to immigration, is your bigger concern that too many undesirable people are coming into our country or that we are being unfair or even inhumane to immigrants and their families?

Undesirable People, Unfair to Immigrants, Unsure

### **Included fields:**

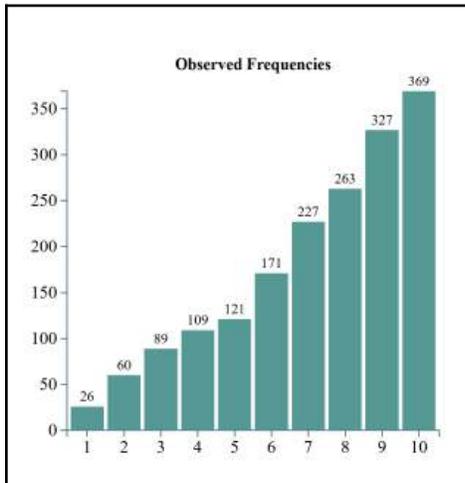
hs\_illegal\_imm\_undesirable,  
hs\_illegal\_imm\_process\_unfair

## hs\_illegal\_imm\_undesirable

**Dependent Variable:** Respondents who said 'undesirable people' vs. those who said 'unfair to immigrants','unsure'

**Internal Haystaq Model Name:** view\_immigration\_undesirable\_aw

FLAG: % 20

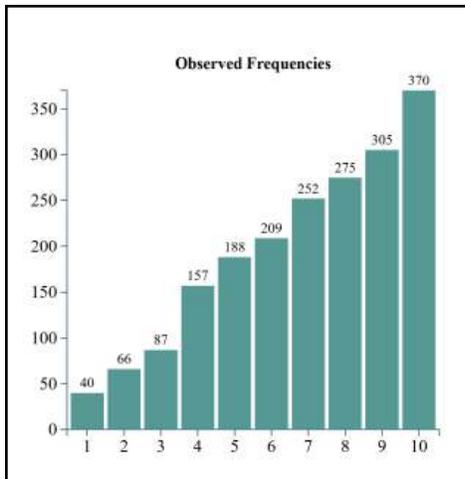


**hs illegal imm process unfair**

**Dependent Variable:** Respondents who said 'unfair to immigrants' vs. those who said 'undesirable people', 'unsure'

**Internal Haystaq Model Name:** view\_immigration\_unfair\_aw

FLAG: 20%



# Income Inequality

**Source question:**

How big a problem do you think income inequality is in the United States? Do you think income inequality is a big problem, somewhat of a problem, or not a problem at all?  
 Big Problem, Somewhat of a Problem, Not Much of a Problem, Not a Problem, Unsure

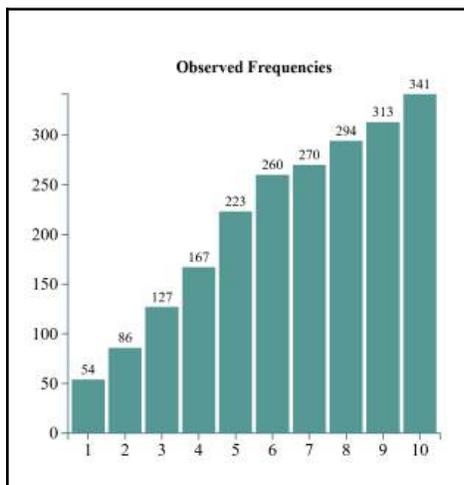
**Included fields:**

- hs\_income\_inequality\_serious,
- hs\_income\_inequality\_no\_issue

**hs\_income\_inequality\_serious**

**Dependent Variable:** Respondents who said 'big problem' vs. those who said 'somewhat of a problem','not much of a problem', 'not a problem','unsure'

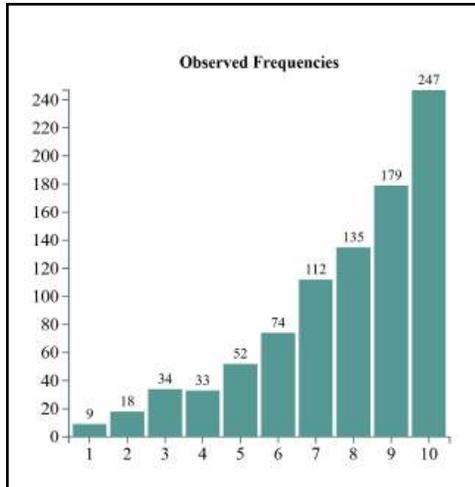
**Internal Haystaq Model Name:** income\_inequality\_big\_problem\_aw2  
 FLAG: 25%



**hs\_income\_inequality\_no\_issue**

**Dependent Variable:** Respondents who said 'not much of a problem', 'not a problem' vs. those who said 'big problem','somewhat of a problem','unsure'

**Internal Haystaq Model Name:** income\_inequality\_small\_or\_no\_problem\_aw  
 FLAG: 20%



## Inflation

### Source question:

What is most responsible for recent price increases and inflation? Is it the policies of the Biden Administration, the policies of the Trump Administration, actions by Corporate America, or External Events like the bird flu?

Biden Administration, Corporate America, External Events, Higher Wages, Unsure

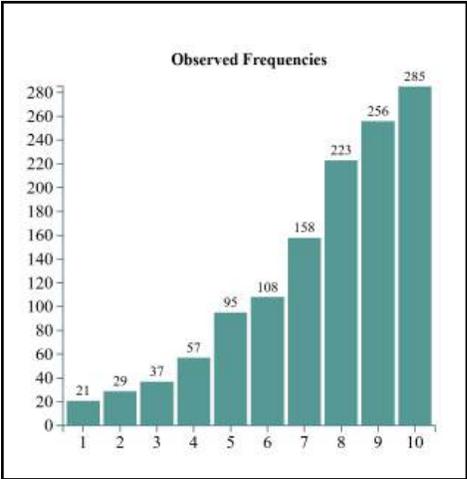
### Included fields:

hs\_inflation\_fault\_biden,  
 hs\_inflation\_fault\_corporate\_america,  
 hs\_inflation\_fault\_external\_events,  
 hs\_inflation\_fault\_trump

### hs\_inflation\_fault\_biden

**Dependent Variable:** Respondents who said 'Biden administration' vs. those who said 'corporate america','external events','trump administration'

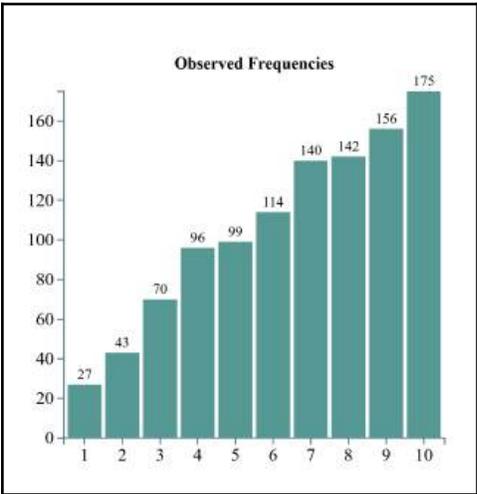
**Internal Haystaq Model Name:** inflation\_fault\_biden\_aw  
**FLAG:** 25%



**hs\_inflation\_fault\_corporate\_america**

**Dependent Variable:** Respondents who said 'corporate america' vs. those who said 'biden administration','external events','trump administration'

**Internal Haystaq Model Name:** inflation\_fault\_corporate\_america\_aw  
**FLAG:** 20%

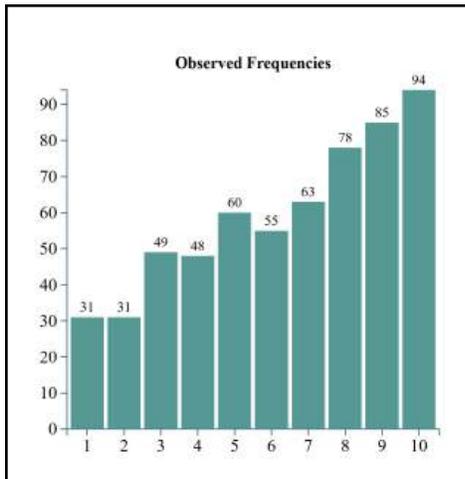


**hs\_inflation\_fault\_external\_events**

**Dependent Variable:** Respondents who said 'external events' vs. those who said 'biden administration','corporate america','trump administration'

**Internal Haystaq Model Name:** inflation\_fault\_external\_events\_aw

FLAG: 20%

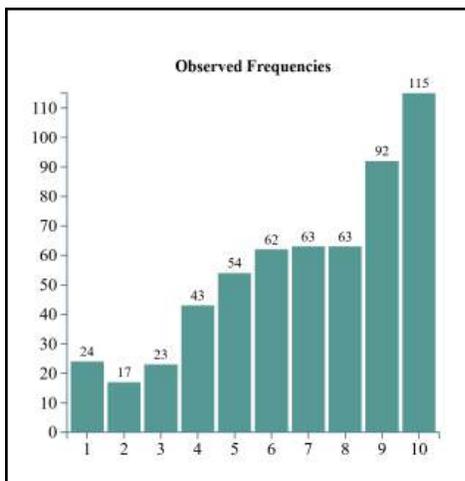


**hs\_inflation\_trump\_fault**

**Dependent Variable:** Respondents who said 'Trump administration' vs. those who said 'biden administration','corporate america','external events'

**Internal Haystaq Model Name:** inflation\_fault\_trump\_aw

FLAG: 15%



# Infrastructure Spending

**Source question:**

Would you support increasing funding for infrastructure projects like bridges and roads even if it meant your taxes would be slightly higher, or do you think that enough money is already spent on infrastructure projects?

Increase Spending and Taxes, Enough Spent, Unsure

**Included fields:**

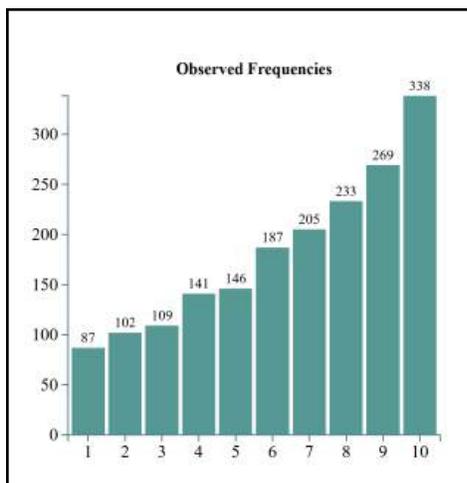
- hs\_infrastructure\_funding\_fund\_more,
- hs\_infrastructure\_funding\_enough\_spent

**hs\_infrastructure\_fund\_more**

**Dependent Variable:** Respondents who said 'increase spending and taxes' vs. those who said 'enough spent','unsure'

**Internal Haystaq Model Name:** infrastructure\_funding\_increase\_aw

Positive\_FLAG: 20%

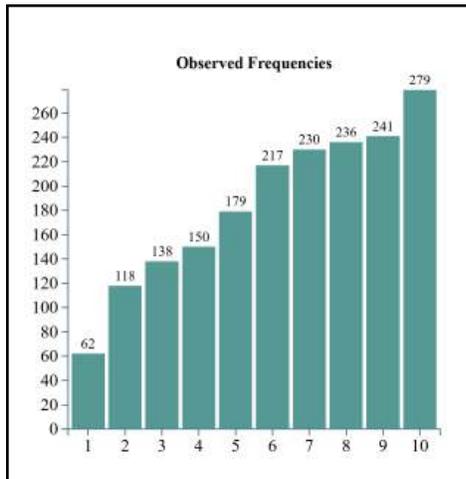


**hs\_infrastructure\_enough\_spent**

**Dependent Variable:** Respondents who said 'enough spent' vs. those who said 'increase spending and taxes','unsure'

**Internal Haystaq Model Name:** infrastructure\_funding\_no\_increase\_aw

Negative\_FLAG: 20%



## Israel / Palestine Modified

**Source question:**

Do you approve of Israel’s Military Actions in Gaza and the West Bank?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

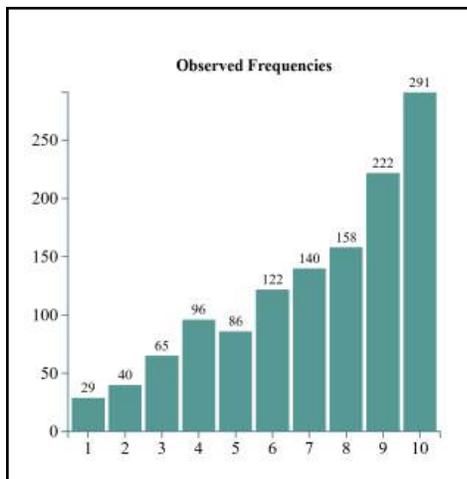
- hs\_israel\_military\_actions\_oppose,
- hs\_israel\_military\_actions\_support,
- hs\_israel\_military\_actions\_dem\_oppose,
- hs\_israel\_military\_actions\_dem\_support,
- hs\_israel\_military\_actions\_gop\_oppose,
- hs\_israel\_military\_actions\_gop\_support

**hs\_israel\_military\_actions\_support**

**Dependent Variable:** Respondents who answered 'strongly approve', 'somewhat approve' vs those who answered 'somewhat disapprove','strongly disapprove','unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_approve\_aw

Positive\_FLAG: 20%

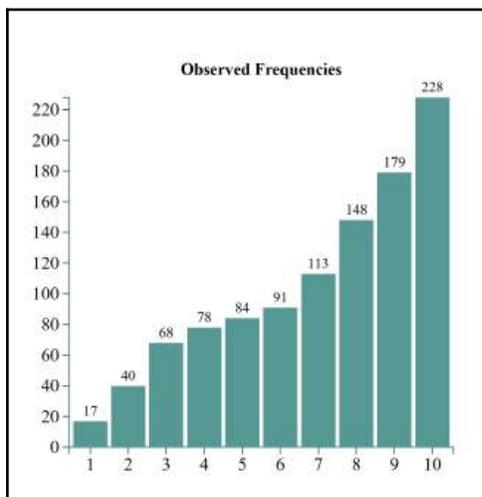


**hs\_israel\_military\_actions\_oppose**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve', 'somewhat approve','unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_strongly\_disapprove\_aw

Negative\_FLAG: 20%

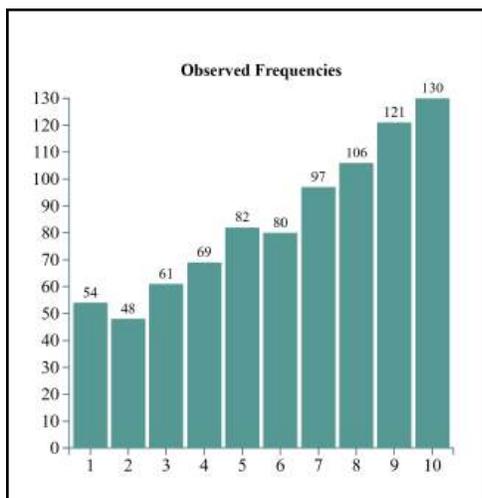


**hs\_israel\_military\_actions\_dem\_oppose**

**\*Note: this score limited to likely Democratic voters only**

**Dependent Variable:** Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve', 'somewhat approve','unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_strongly\_disapprove\_dem\_aw  
 Negative\_FLAG: 20%



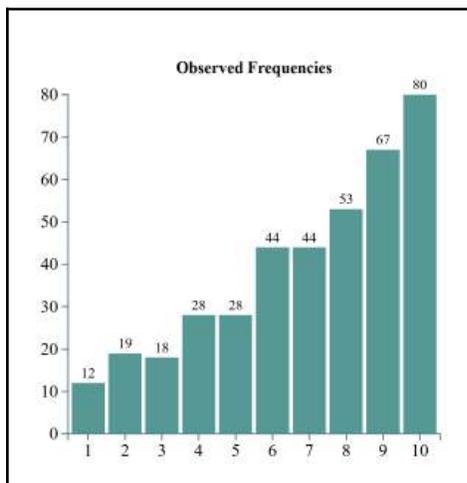
**hs\_israel\_military\_actions\_dem\_support**

**\*Note: this score limited to likely Democratic voters only**

**Dependent Variable:** Respondents who answered 'strongly approve' vs those who answered 'somewhat disapprove','strongly disapprove','unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_approve\_dem\_aw

Positive\_FLAG: 15%



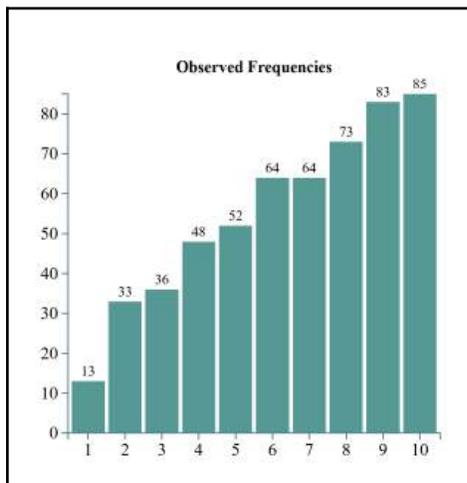
**hs\_israel\_military\_actions\_gop\_support**

**\*Note: this score limited to likely Republican voters only**

**Dependent Variable:** Respondents who answered 'strongly approve', 'somewhat approve' vs those who answered 'somewhat disapprove', 'strongly disapprove', 'unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_strong\_approve\_gop\_aw

Positive\_FLAG: 20%

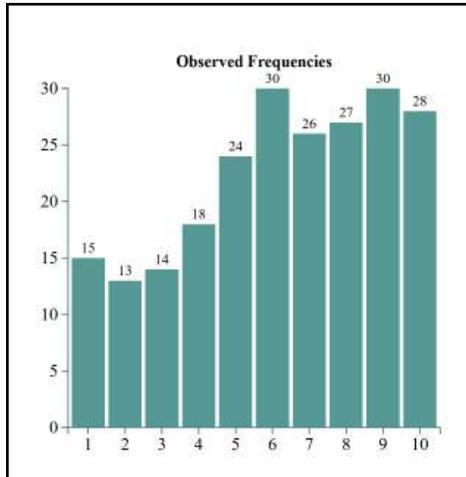


**hs\_israel\_military\_actions\_gop\_oppose**

**\*Note: this score limited to likely Republican voters only**

**Dependent Variable:** Respondents who answered 'strongly disapprove', 'somewhat approve' vs those who answered 'somewhat disapprove', 'strongly approve', 'unsure'

**Internal Haystaq Model Name:** israel\_palestine\_israel\_disapprove\_gop\_aw  
 Positive\_FLAG: 20%



## January Sixth Pardons

**Source question:**

President Trump pardoned his supporters who entered the US Capitol Building on January 6th, 2021. How do you view these pardons?

Unsure , All Justified, Some Problematic, All Problematic

**Included fields:**

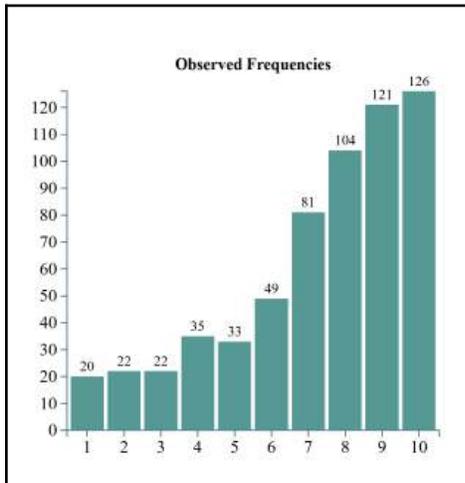
hs\_jan\_6th\_pardons\_support,  
 hs\_jan\_6th\_pardons\_oppose,

**hs\_jan\_6th\_pardons\_support**

**Dependent Variable:** Respondents who said 'all justified', 'some problematic', 'unsure' vs. those who said 'all problematic'

**Internal Haystaq Model Name:** jan\_6th\_pardon\_some\_support\_aw2

Positive\_FLAG: 20%

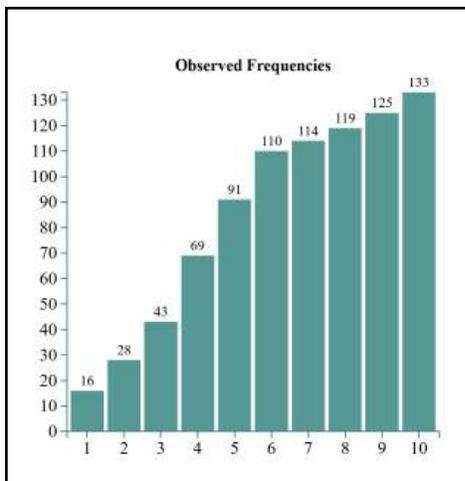


**hs\_jan\_6th\_pardons\_oppose**

**Dependent Variable:** Respondents who said 'all problematic' vs. those who said 'all justified', 'some problematic', 'unsure'

**Internal Haystaq Model Name:** jan\_6th\_pardon\_some\_oppose\_aw

Positive\_FLAG: 30%



**Job Seeker**

**Source question:**

Are you likely to look for a new job in the next six months?  
 I am Retired or Do Not Work, Likely or Unlikely

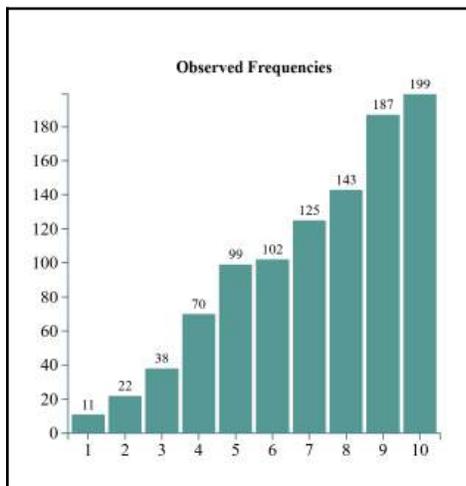
**Included fields:**

- hs\_job\_seeker\_likely,
- hs\_job\_seeker\_unlikely,
- hs\_job\_seeker\_does\_not\_work

**hs\_job\_seeker\_likely**

**Dependent Variable:** Respondents who answered ‘Likely’ vs those who answered 'unlikely','do not work'

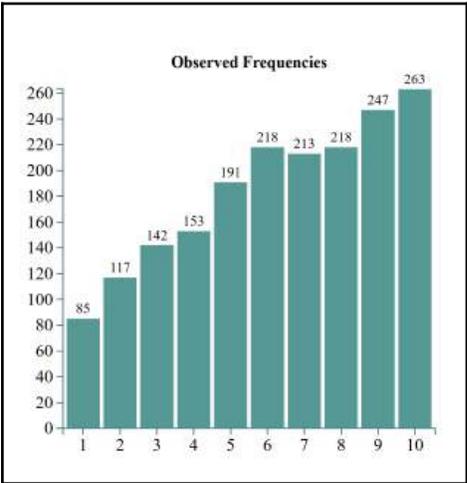
**Internal Haystaq Model Name:** job\_seeker\_likely\_aw  
 Positive\_FLAG: 15%



**hs\_job\_seeker\_unlikely**

**Dependent Variable:** Respondents who answered ‘Unlikely’ vs those who answered 'likely','do not work'

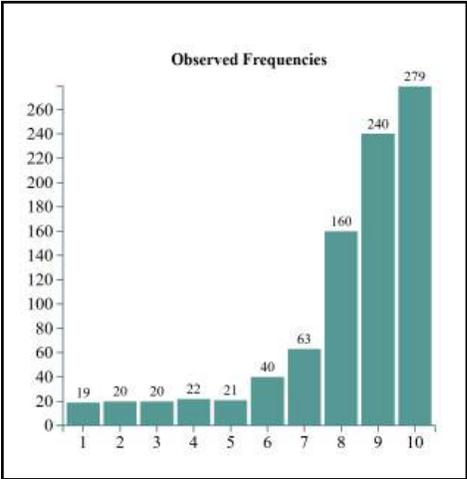
**Internal Haystaq Model Name:** job\_seeker\_no\_aw  
 Negative\_FLAG: 20%



**hs\_job\_seeker\_does\_not\_work**

**Dependent Variable:** Respondents who answered 'Do Not Work' vs those who answered 'Unlikely', 'Likely'

**Internal Haystaq Model Name:** job\_seeker\_does\_not\_work\_aw  
Negative\_FLAG: 20%



# Jobs Guarantee

**Source question:**

Do you support or oppose the idea of a Federal Jobs Guarantee, which would create a publically funded job for any American who wants one.  
Support A Jobs Guarantee, Oppose A Jobs Guarantee, Unsure

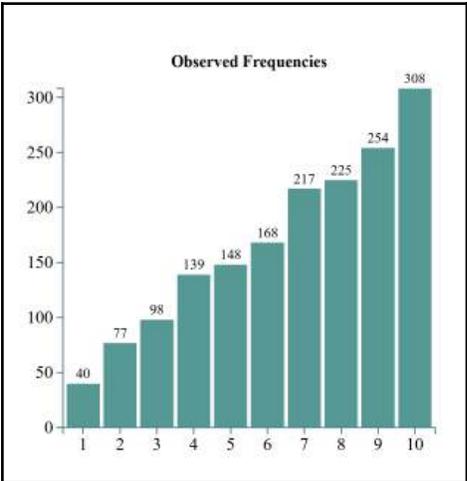
**Included fields:**

- hs\_jobs\_guarantee\_support,
- hs\_jobs\_guarantee\_oppose

**hs\_jobs\_guarantee\_support**

**Dependent Variable:** Respondents who said 'support' vs. those who said 'oppose' or 'unsure'

**Internal Haystaq Model Name:** jobs\_guarantee\_support\_aw  
Positive\_FLAG: 20%

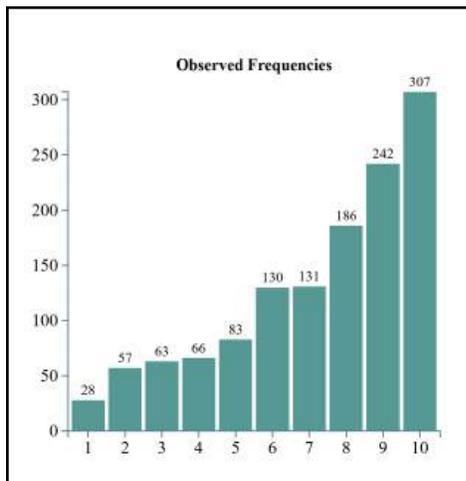


**hs\_jobs\_guarantee\_oppose**

**Dependent Variable:** Respondents who said 'oppose' vs. those who said 'support' or 'unsure'

**Internal Haystaq Model Name:** jobs\_guarantee\_oppose\_aw

Negative\_FLAG: 20%



**Marijuana**

**Source question:**

Thinking about marijuana laws in the US, do you support the legalization of marijuana or do you oppose any laws permitting the use of marijuana?

Unsure, Full legalization of marijuana, Oppose marijuana

**Included fields:**

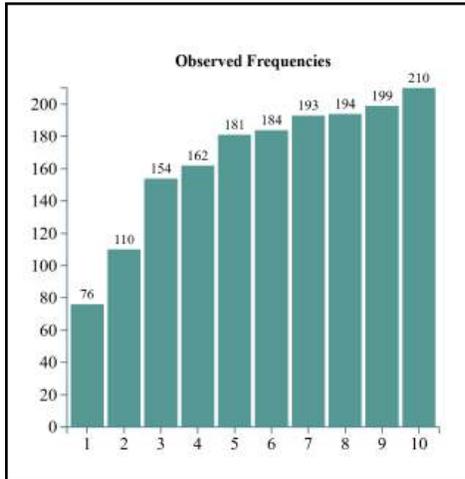
- hs\_marijuana\_legal\_oppose,
- hs\_marijuana\_legal\_support

**hs\_marijuana\_legal\_support**

**Dependent Variable:** Respondents who said 'full legalization of marijuana', 'unsure' vs. those who said 'oppose marijuana'

**Internal Haystaq Model Name:** marijuana\_legal\_aw2

Positive\_FLAG: 20%

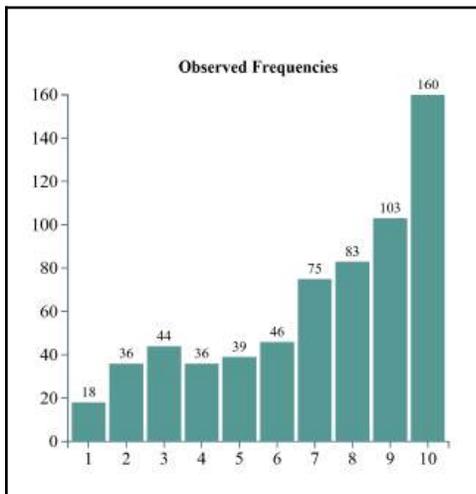


**hs\_marijuana\_illegal\_oppose**

**Dependent Variable:** Respondents who said 'oppose marijuana' vs. those who said 'unsure' or 'full legalization of marijuana'

**Internal Haystaq Model Name:** marijuana\_illegal\_aw

Negative\_FLAG: 10%



# Mass Deportations

**Source question:**

Do you support or oppose the Trump Administration’s mass deportation of illegal immigrants?

Unsure ,Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose

**Included fields:**

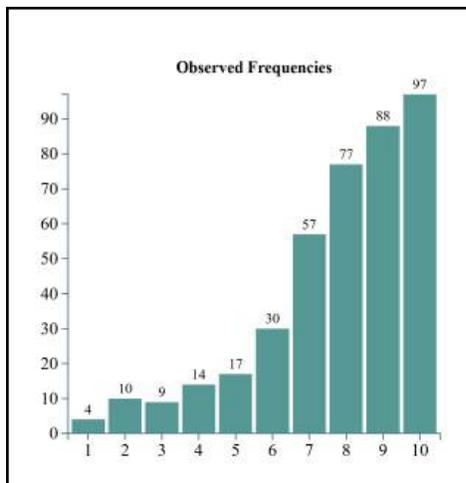
- hs\_mass\_deporations\_support,
- hs\_mass\_deporations\_oppose

**hs\_mass\_deporations\_support**

**Dependent Variable:** Respondents who said 'Strongly Support' vs. those who said 'Strongly Oppose'

**Internal Haystaq Model Name:** mass\_deportations\_support\_str\_2w

FLAG: 25%

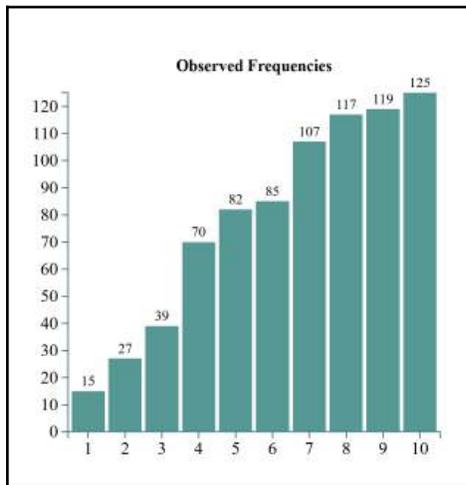


**hs\_mass\_deporations\_oppose**

**Dependent Variable:** Respondents who said 'Somewhat Oppose', 'Strongly Oppose' vs. those who said, 'Strongly Support', 'Somewhat Support' or 'unsure'

**Internal Haystaq Model Name:** mass\_deportations\_oppose\_aw2

FLAG: 30%



## Medicaid Expansion

### Source question:

Some states have expanded Medicaid coverage to low-income residents while other states have not. Those in favor contend that federal funding, which comes from taxpayers in all 50 states, covers the majority of expenses for a program giving healthcare access to many who would otherwise be uninsured. Those opposed argue that the program could lead to unexpected costs for the state. Are you in favor of Medicaid Expansion in your own state?

For Expansion, Against Expansion, Unsure

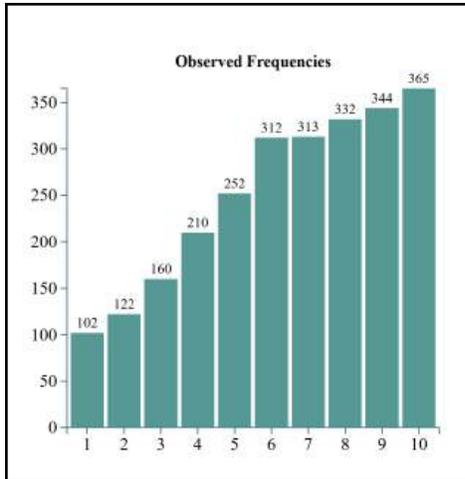
### Included fields:

hs\_medicaid\_expansion\_support,  
hs\_medicaid\_expansion\_oppose

### hs\_medicaid\_expansion\_support

**Dependent Variable:** Respondents who said 'for expansion' vs. those who said 'against', 'unsure'

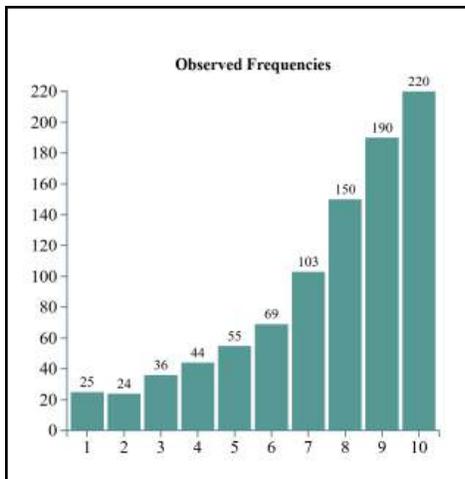
**Internal Haystaq Model Name:** medicaid\_expansion\_support\_aw  
**Positive\_FLAG:** 20%



**hs medicaid expansion oppose**

**Dependent Variable:** Respondents who said 'against' vs. those who said, 'unsure', 'for expansion'

**Internal Haystaq Model Name:** medicaid\_expansion\_oppose\_aw  
**Negative\_FLAG:** 20%



# Medicare For All

**Source question:**

Do you favor or oppose having a national health plan where everyone would be covered by a form of Medicare-for-all? Strongly Favor, Somewhat Favor, Somewhat Oppose, Strongly Oppose, Unsure

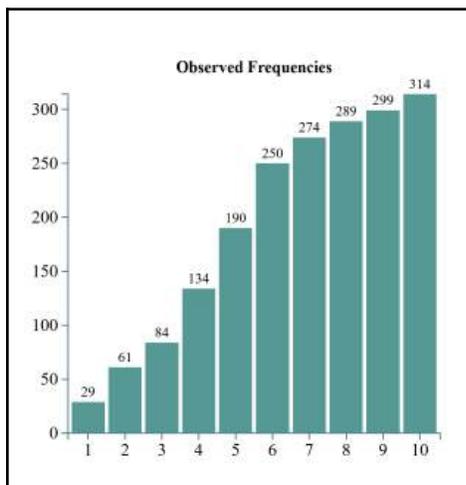
**Included fields:**

- hs\_medicare\_for\_all\_support,
- hs\_medicare\_for\_all\_oppose

**hs\_medicare\_for\_all\_support**

**Dependent Variable:** Respondents who said 'strongly favor' vs. those who said 'strongly oppose', 'somewhat oppose', 'unsure'

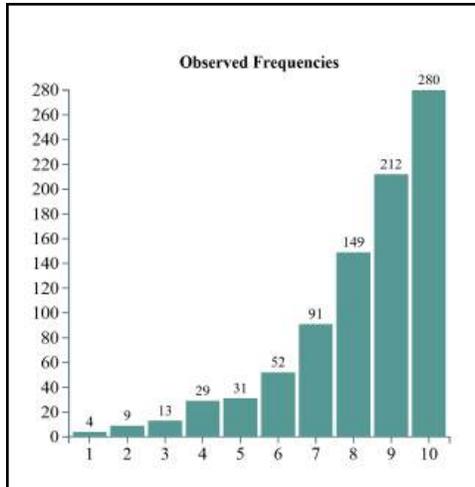
**Internal Haystaq Model Name:** medicare\_for\_all\_str\_support\_aw  
 Positive\_FLAG: 30%



**hs\_medicare\_for\_all\_medicare\_for\_all\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose' vs. those who said 'strongly favor', 'somewhat favor', 'unsure'

**Internal Haystaq Model Name:** medicare\_for\_all\_oppose\_aw  
 Negative\_FLAG: 20%



## Mexican Wall

**Source question:**

Do you support building a wall between the US and Mexico? Strongly Support Wall, Somewhat Support, Neutral or Unsure, Somewhat Oppose, Strongly Oppose

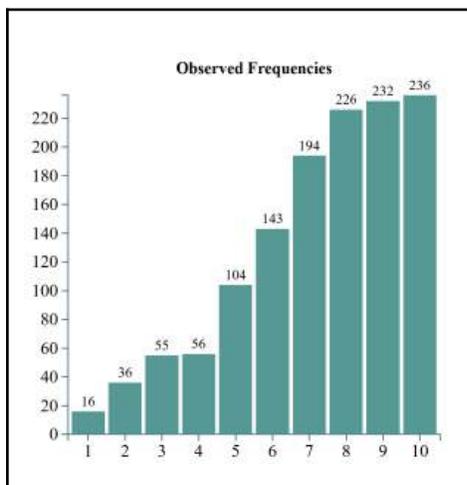
**Included fields:**

- hs\_mexican\_wall\_support,
- hs\_mexican\_wall\_oppose

**hs\_mexican\_wall\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose'

**Internal Haystaq Model Name:** mex\_wall\_support\_str\_2w  
 Positive\_FLAG: 25%

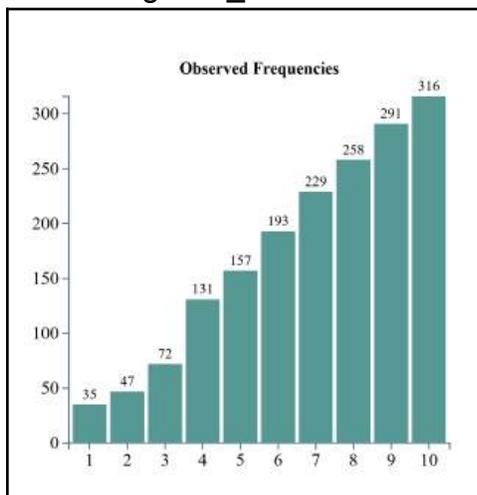


**hs\_mexican\_wall\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose','somewhat oppose' vs. those who said 'neutral or unsure', 'strongly support', 'somewhat support'

**Internal Haystaq Model Name:** mex\_wall\_oppose\_aw

Negative\_FLAG: 20%



Military Family Relationship

**Source question:**

Have you or any immediate family members served in the US Military? .  
 Self, Immediate Family (spouse, sibling, children or parent), None

**Included fields:**

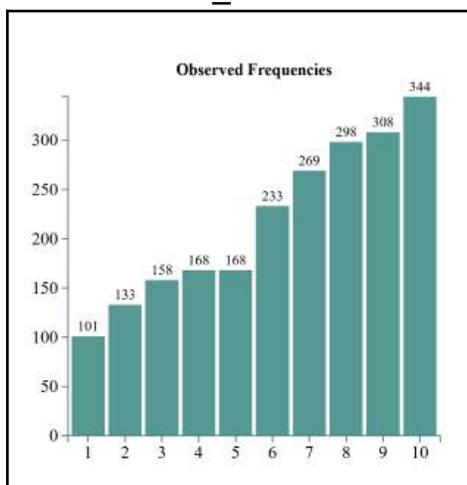
hs\_military\_family\_relationship\_yes,  
 hs\_military\_family\_relationship\_no

**hs\_military\_family\_relationship\_yes**

**Dependent Variable:** Respondents who said 'self', 'immediate family' vs. those who said 'none'

**Internal Haystaq Model Name:** military\_relationship\_yes\_2w

Positive\_FLAG: 10%



**hs\_military\_family\_relationship\_no**

**Dependent Variable:** This DV is the inverse of the Yes- military family relationship score above

**Internal Haystaq Model Name:** inverse of military\_relationship\_yes\_2w

Negative\_FLAG: 20%

## Minimum Wage (Fifteen Dollar)

**Source question:**

Do you support proposals to make the national minimum wage \$15 per hour?  
Support, Oppose or Unsure

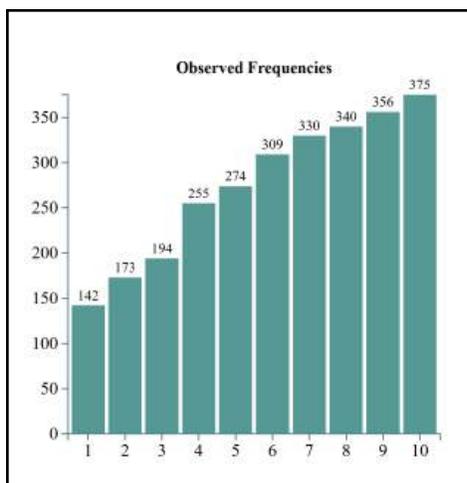
**Included fields:**

hs\_min\_wage\_15\_increase\_support,  
hs\_min\_wage\_15\_increase\_oppose

**hs\_min\_wage\_15\_increase\_support**

**Dependent Variable:** Respondents who answered ‘support’ vs those who answered ‘oppose’ or ‘unsure’

**Internal Haystaq Model Name:** wage\_15\_support\_aw  
Positive\_FLAG: 25%

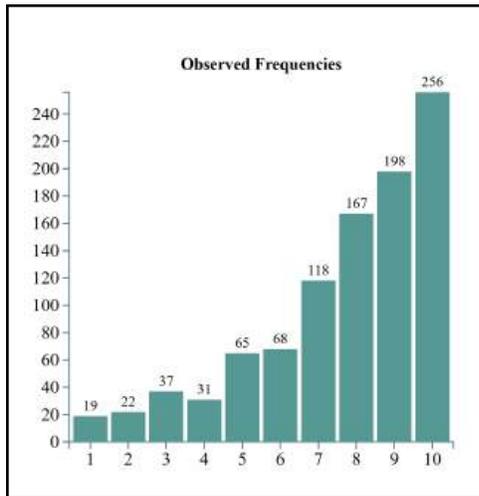


**hs\_min\_wage\_15\_increase\_oppose**

**Dependent Variable:** Respondents who answered 'oppose' vs those who answered 'support' or 'unsure'

**Internal Haystaq Model Name:** wage\_15\_oppose\_aw

Negative\_FLAG: 20%



## Minority Candidates

**Source question:**

Thinking of candidates for political office, with all other factors being equal, do you prefer to support a non-white candidate over an equally-qualified white candidate?  
 Favor Minority Candidate, Do Not Favor Minority Candidate, Do Not Consider Race

**Included fields:**

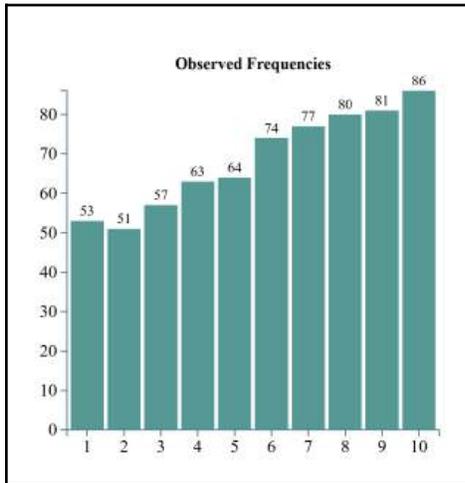
- hs\_candidate\_minority\_prefer,
- hs\_candidate\_minority\_do\_not\_prefer

**hs\_candidate\_minority\_prefer**

**Dependent Variable:** Respondents who said 'prefer' vs. those who said 'do not favor', 'Do Not Consider Race'

**Internal Haystaq Model Name:** minority\_candidates\_prefer\_aw

FLAG: 10%

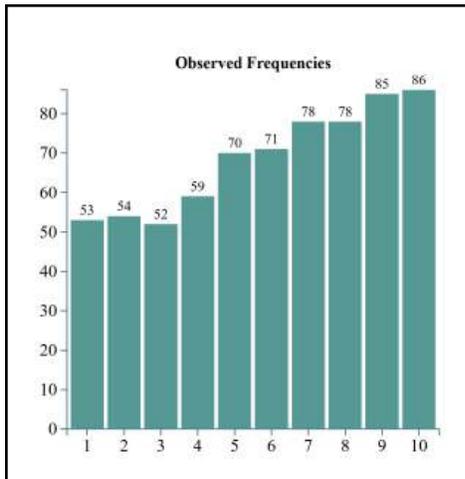


**hs\_candidate\_minority\_do\_not\_prefer**

**Dependent Variable:** Respondents who said 'prefer' vs. those who said 'do not favor', 'Do Not Consider Race' Inversed

**Internal Haystaq Model Name:** inverse of minority\_candidates\_prefer\_2w

FLAG: 20%



# Most Important Policy

**Source question:**

Which type of policy position is most important when choosing a candidate to support? Keeping Taxes and Inflation Low, Helping People in Need, Protecting the Environment, Protecting Traditional Judeo-Christian values, Keeping America safe, Something Else

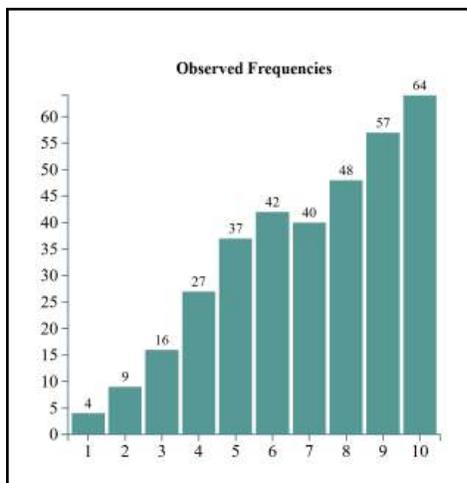
**Included fields:**

- hs\_most\_important\_policy\_item\_help\_people,
- hs\_most\_important\_policy\_item\_environment,
- hs\_most\_important\_policy\_keep\_safe,
- hs\_most\_important\_policy\_item\_religious\_values,
- hs\_most\_important\_policy\_item\_economics

**hs\_most\_important\_policy\_item\_help\_people**

**Dependent Variable:** Respondents who said 'help people' vs. those who said 'economics', 'environment', 'christian values', 'keep safe', 'something else'

**Internal Haystaq Model Name:** most\_important\_policy\_help\_people\_aw  
 FLAG: 15%

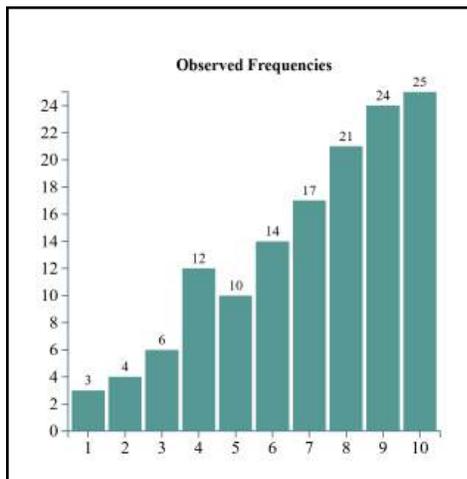


**hs\_most\_important\_policy\_item\_environment**

**Dependent Variable:** Respondents who said 'environment' vs. those who said 'economics', 'help people', 'christian values', 'keep safe', 'something else'

**Internal Haystaq Model Name:** most\_important\_policy\_environment\_aw

FLAG: 20%

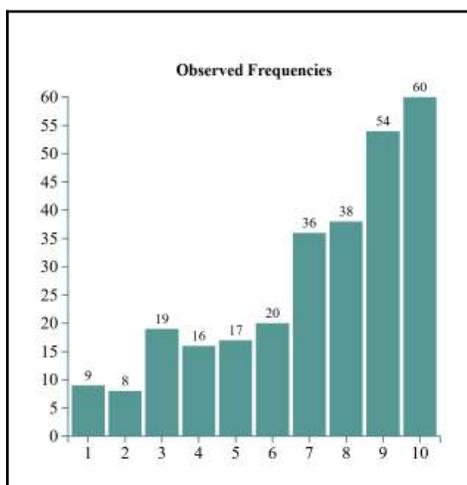


**hs\_most\_important\_policy\_keep\_safe**

**Dependent Variable:** Respondents who said 'keep safe' vs. those who said 'economics', 'help people', 'environment', 'christian values', 'something else'

**Internal Haystaq Model Name:** most\_important\_policy\_keep\_safe\_aw

FLAG: 20%

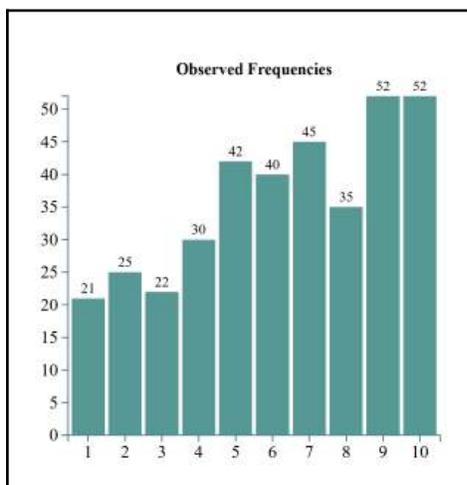


**hs\_most\_important\_policy\_item\_economics**

**Dependent Variable:** Respondents who said 'economics' vs. those who said 'help people', 'environment', 'christian values', 'keep safe', 'something else'

**Internal Haystaq Model Name:** most\_important\_policy\_economics\_aw

FLAG: 20%

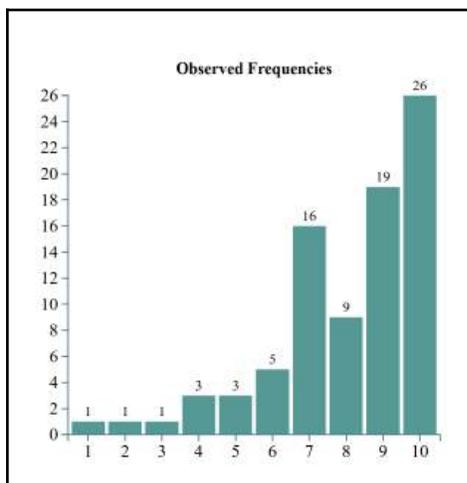


**hs\_most\_important\_policy\_item\_religious\_values**

**Dependent Variable:** Respondents who said 'very liberal' or 'somewhat liberal' vs. those who said 'somewhat conservative' or 'very conservative'

**Internal Haystaq Model Name:**most\_important\_policy\_judeo\_christian\_values\_aw

FLAG: 10%



# Obamacare/Affordable Care Act

**Source question:**

Which comes closest to your opinion on the Affordable Care Act or Obamacare: that it is beneficial but doesn't go far enough, that it is about right, or that it goes too far and should be repealed or reformed?

Not far enough, Good as is, Repeal, Unsure

**Included fields:**

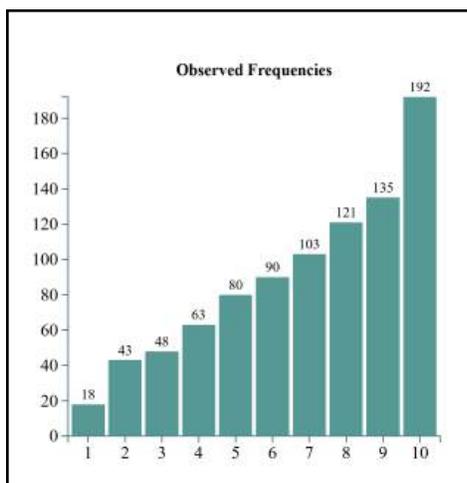
- hs\_obamacare\_aca\_expand,
- hs\_obamacare\_aca\_oppose,
- hs\_obamacare\_aca\_protect

**hs\_obamacare\_aca\_protect**

**Dependent Variable:** Respondents who said 'good as is' vs. those who said 'repeal','unsure'

**Internal Haystaq Model Name:** obamacare\_good\_as\_is2

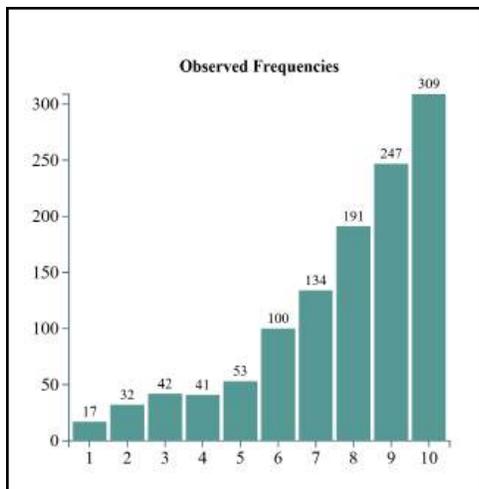
Positive\_FLAG: 10%



**hs\_obamacare\_aca\_oppose**

**Dependent Variable:** Respondents who said 'repeal' vs. those who said 'not far enough','good as is','unsure'

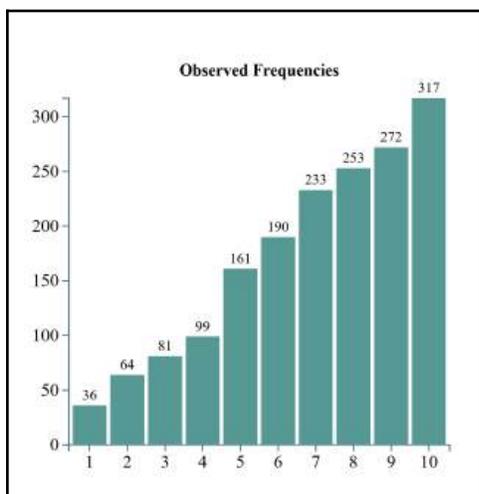
**Internal Haystaq Model Name:** obamacare\_get\_rid\_of  
 Negative\_FLAG: 20%



**hs\_obamacare\_aca\_expand**

**Dependent Variable:** Respondents who said 'not enough' vs. those who said 'repeal','unsure'

**Internal Haystaq Model Name:** obamacare\_not\_enough2  
 Negative\_FLAG: 20%



# Online Gaming

**Source question:**

Do you believe that internet gaming like online poker, daily fantasy, and internet sports betting should be legal and regulated? Fully Legalized, Some Restrictions Eased, Neutral or Unsure, Remain Largely Illegal, Remain Illegal and More Enforcement

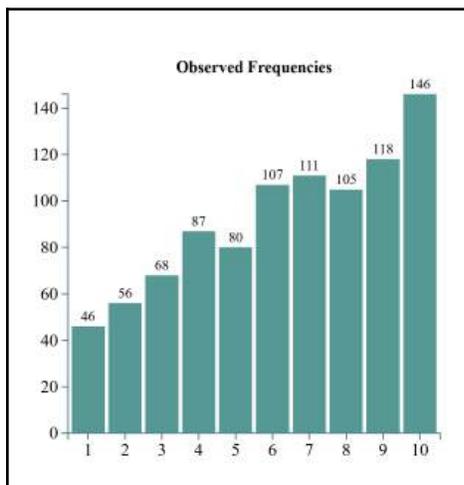
**Included fields:**

- hs\_online\_gambling\_more\_legal,
- hs\_online\_gambling\_less\_legal

**hs\_online\_gambling\_more\_legal**

**Dependent Variable:** Respondents who said 'fully legalized' vs. those who said 'remain largely illegal','remain illegal and more enforcement'

**Internal Haystaq Model Name:** online\_gaming\_fully\_legal\_2w  
 FLAG: 10%

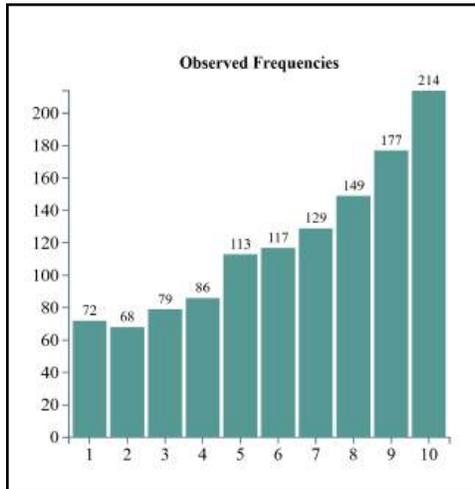


**hs\_online\_gambling\_less\_legal**

**Dependent Variable:** Respondents who said 'remain largely illegal','remain illegal and more enforcement' vs. those who said 'fully legalized','some restrictions eased','unsure'

**Internal Haystaq Model Name:** online\_gaming\_remain\_illegal

FLAG: 20%



## Opioid Crisis Response

### Source question:

What do you think the best strategy is for dealing with the opioid crisis, tougher enforcement of our laws for drug dealers and users or increased treatment programs?  
Tougher, Treatment, Unsure

### Included fields:

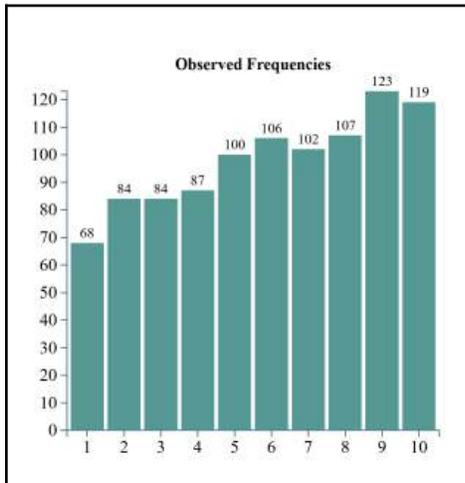
hs\_opioid\_crisis\_treat,  
hs\_opioid\_crisis\_enforce

### hs\_opioid\_crisis\_treat

**Dependent Variable:** Respondents who said 'treatment' vs. those who said 'tougher'

**Internal Haystaq Model Name:** opioid\_treat\_2w\_v2

FLAG: 20%

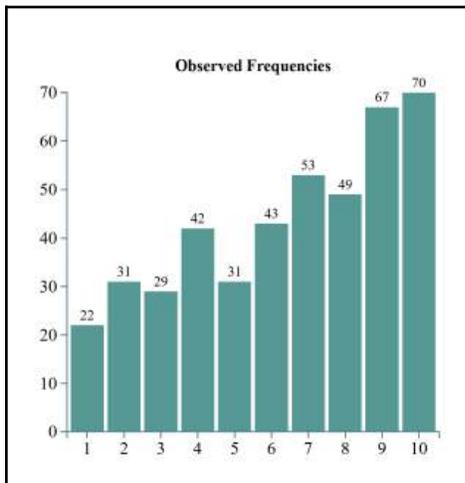


**hs opioid crisis criminalize**

**Dependent Variable:** Respondents who said 'tougher' vs. those who said 'treatment', 'unsure'

**Internal Haystaq Model Name:** opioid\_criminalize\_aw\_v2

FLAG: 20%



**Partisanship**

**Source question:**

When you vote, would you say that you always vote for Democrats, mostly vote for Democrats, mostly vote for Republicans, always vote for Republicans, or usually vote

for a third party? Always Vote for Democrats, Mostly Vote for Democrats, Always Vote for Republicans, Mostly Vote for Republicans, Third Party

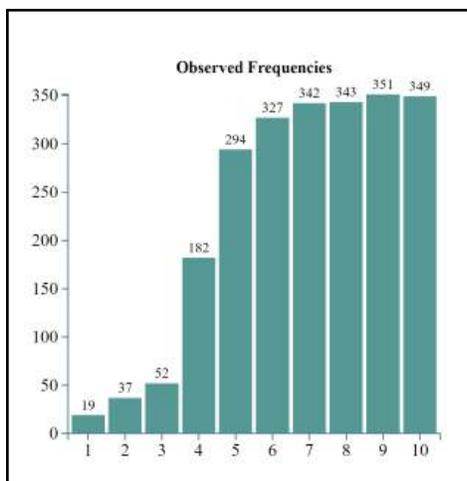
**Included fields:**

- hs\_ideology\_overall\_party\_dem\_strong,
- hs\_ideology\_overall\_party\_dem,
- hf\_ideology\_overall\_party\_dem\_weak,
- hs\_ideology\_overall\_party\_indep,
- hs\_ideology\_overall\_party\_gop\_strong,
- hs\_ideology\_overall\_party\_gop,
- hf\_ideology\_overall\_party\_gop\_weak

**hs\_ideology\_overall\_party\_dem\_strong.**

**Dependent Variable:** Respondents who said 'Always vote for Democrats' vs. those who said 'Always vote for Republicans'

**Internal Haystaq Model Name:** partisanship\_str\_dem\_2w  
 FLAG: 10%

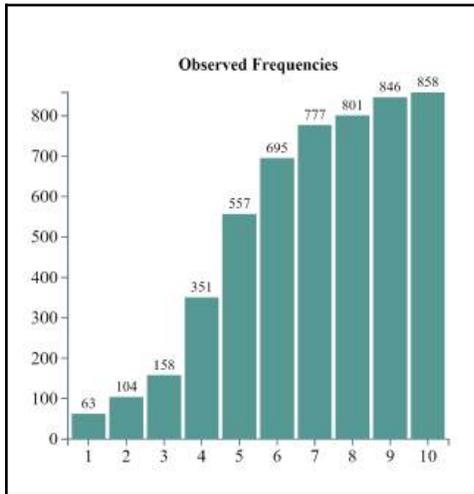


**hs\_ideology\_overall\_party\_dem**

**Dependent Variable:** Respondents who said 'Always vote for Democrats' or 'Mostly Democrats' vs. those who said 'Always vote for Republicans', 'Mostly vote for Republicans'

**Internal Haystaq Model Name:** partisanship\_dem\_2w

FLAG: 25%



**hf\_ideology\_overall\_party\_dem\_weak\_flag**

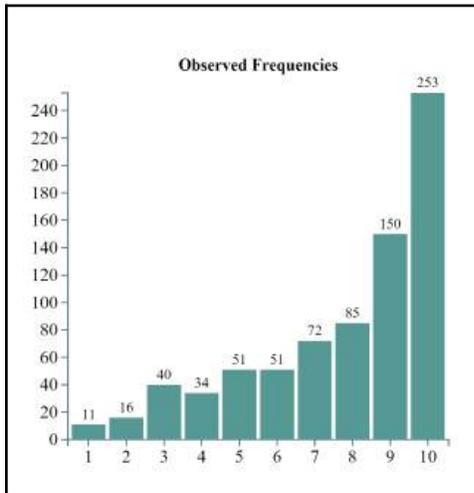
Combination of Party Strong Democrat Score & Party Democrat Score. Flagged for people who are in the top 50% of the Party Democrat Score but are not, but are not high enough to be flagged as Party Strong Democrat, Party Democrat, or Party Independent. This is only provided as a flag.

**hs\_ideology\_overall\_party\_indep**

**Dependent Variable:** Respondents who said 'Third party' vs. those who said 'Always vote for Republicans' or 'Always vote for Democrats'

**Internal Haystaq Model Name:** partisanship\_third\_party\_aw2

FLAG: 10%



**hs\_ideology\_overall\_party\_gop\_strong**

**Dependent Variable:** Respondents who said 'Always vote for Republicans' vs. those who said 'Always vote for Democrats'

**Internal Haystaq Model Name:** inverse of partisanship\_str\_dem\_2w

FLAG: 10%

**hs\_ideology\_overall\_party\_gop**

**Dependent Variable:** Respondents who said 'Always vote for Republicans', 'Mostly vote for Republicans' vs. those who said 'Always vote for Democrats' or 'Mostly Democrats'

**Internal Haystaq Model Name:** inverse of partisanship\_dem\_2w

FLAG: 25%

**hf\_ideology\_overall\_party\_gop\_weak\_flag**

Combination of Party Strong Republican Score & Party Republican Score. Flagged for people who are in the top 50% of the Party Republican Score but are not, but are not high enough to be flagged as Party Republican Democrat, Party Republican, or Party Independent.

This is only provided as a flag

# Pipelines

**Source question:**

Are you likely to support or oppose new fossil fuel infrastructure, including fracking wells and oil and natural gas pipelines? Support Oil/Gas Infrastructure, Oppose Oil/Gas Infrastructure, Unsure

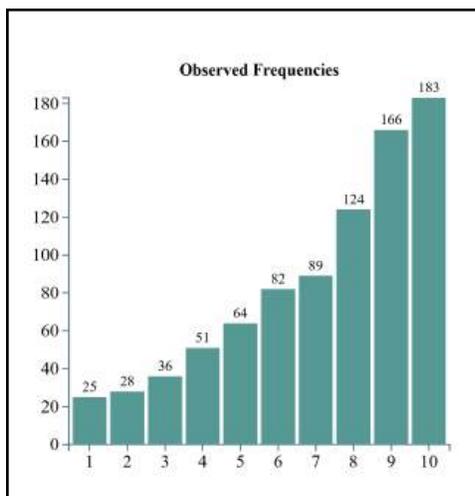
**Included fields:**

hs\_pipeline\_fracking\_oppose,  
hs\_pipeline\_fracking\_support

**hs\_pipeline\_fracking\_support**

**Dependent Variable:** Respondents who said 'support new infrastructure' vs. those who said 'oppose new infrastructure' or 'unsure'

**Internal Haystaq Model Name:** pipeline\_fracking\_support\_infrastructure\_aw  
FLAG: 20%

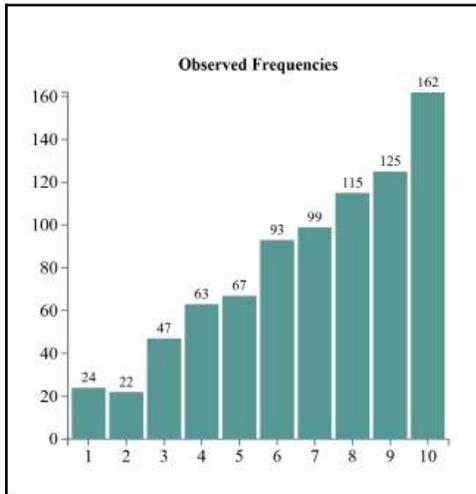


**hs\_pipeline\_fracking\_oppose**

**Dependent Variable:** Respondents who said 'oppose new infrastructure' vs those who said 'support new infrastructure'

**Internal Haystaq Model Name:** pipeline\_fracking\_oppose\_infrastructure\_2w

FLAG: 25%



## Podcast Listener

### Source question:

Do you listen to podcasts often?  
Often, Occasionally , Never

### Included fields:

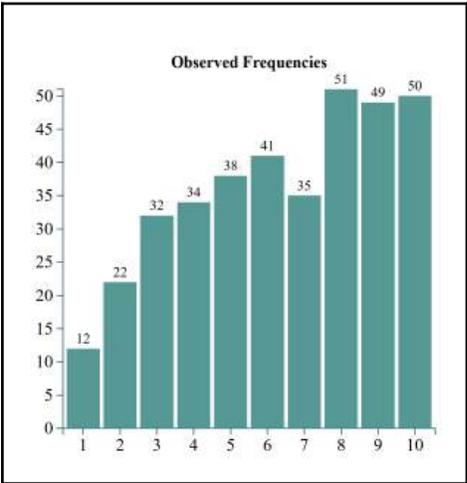
podcast\_listener\_no,  
podcast\_listener\_yes

### podcast\_listener\_yes

**Dependent Variable:** Respondents who said 'often' vs. those who said 'never'

**Internal Haystaq Model Name:** podcast\_listener\_often\_2w

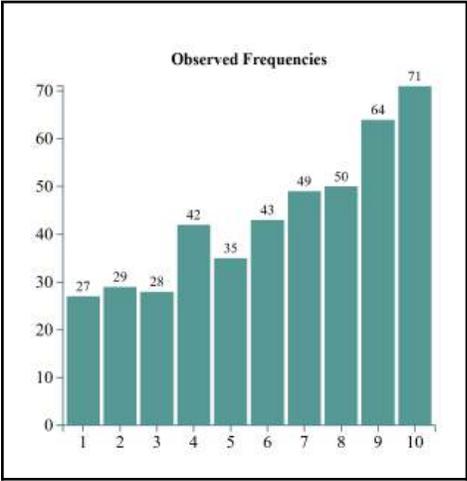
Positive\_FLAG: 20%



**podcast\_listener\_no**

**Dependent Variable:** Respondents who said 'never' vs. those who said 'often','occasionally'

**Internal Haystaq Model Name:** podcast\_listener\_never\_aw  
Negative\_FLAG: 20%



**Police**

**Source question:**

How much do you trust the police to treat everyone fairly and equally?  
 Entirely, Significant Amount ,Some ,Little ,Not at all

**Included fields:**

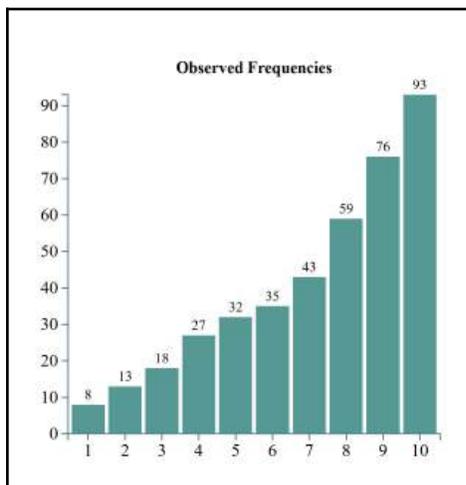
hs\_police\_trust\_no\_aw,  
 hs\_police\_trust\_yes\_aw

**hs\_police\_trust\_no**

**Dependent Variable:** Respondents who said 'none', 'little' vs. those who said 'some', 'entirely', 'significant amount'

**Internal Haystaq Model Name:** police\_trust\_no\_aw

Negative\_FLAG: 20%

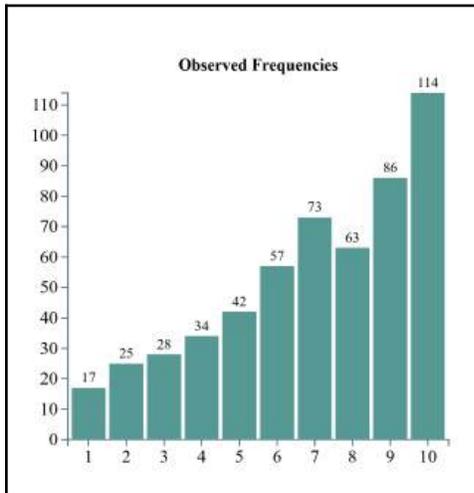


**hs\_police\_trust\_yes**

**Dependent Variable:** Respondents who said 'entirely', 'significant amount' or 'some', 'little', 'none'

**Internal Haystaq Model Name:** police\_trust\_yes\_aw

Positive\_FLAG: 20%



## Political Donations

**Source question:**

How likely are you to donate to a political campaign in the coming year?  
 Very Likely, Somewhat Likely, Somewhat Unlikely, Very Unlikely

**Included fields:**

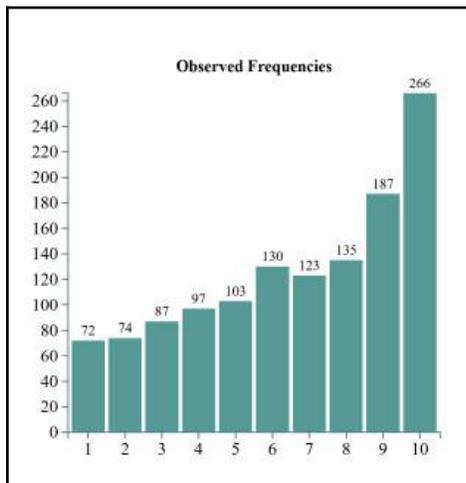
- hs\_political\_donations\_likely,
- hs\_political\_donations\_unlikely

**hs\_political\_donations\_likely**

**Dependent Variable:** Respondents who said 'very likely','somewhat likely' vs. those who said 'somewhat unlikely','very unlikely'

**Internal Haystaq Model Name:** political\_donations\_likely\_2w

Positive\_FLAG: 10%



**hs\_political\_donations\_unlikely**

**Dependent Variable:** This DV is the inverse of the support score above

**Internal Haystaq Model Name:** inverse of political\_donations\_2w

Negative\_FLAG: 30%

**Politician Age**

**Source question:**

Would you support or oppose a maximum age of 75 for federally elected officials?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove

**Included fields:**

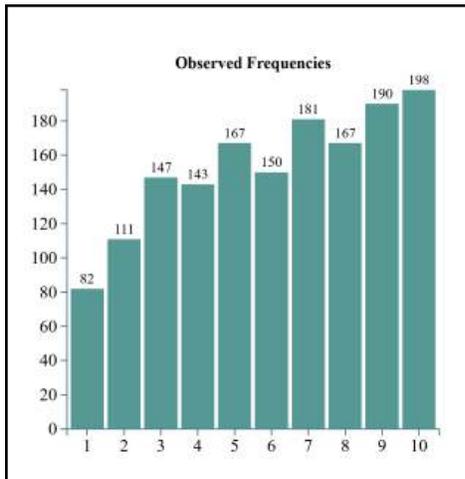
- hs\_age\_limit\_support\_dem,
- hs\_age\_limit\_oppose\_dem,
- hs\_age\_limit\_support,
- hs\_age\_limit\_oppose,

**hs\_age\_limit\_support**

**Dependent Variable:** Respondents who answered 'strongly support' vs those who answered 'somewhat oppose', 'strongly oppose', 'unsure'

**Internal Haystaq Model Name:** politician\_age\_limit\_strongly\_support\_aw

Positive\_FLAG: 20%

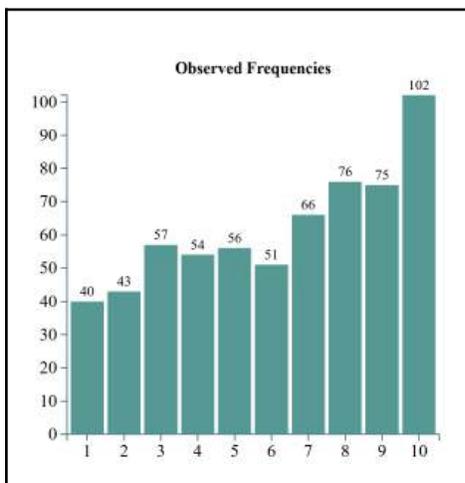


**hs\_age\_limit\_oppose**

**Dependent Variable:** Respondents who answered 'strongly oppose' vs those who answered 'somewhat support', 'strongly support', 'unsure'

**Internal Haystaq Model Name:** politician\_age\_limit\_strongly\_oppose\_aw

Positive\_FLAG: 10%

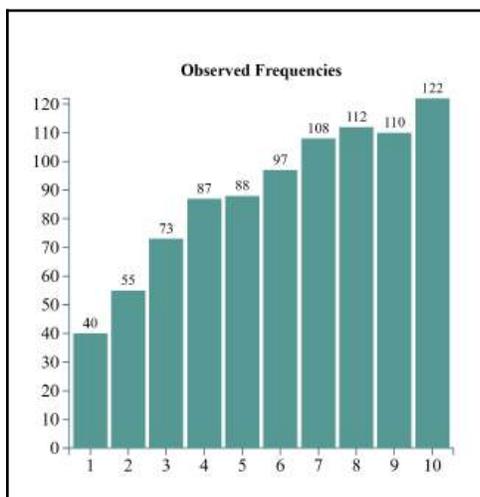


**hs\_age\_limit\_support\_dem.**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly support' vs those who answered 'somewhat oppose', 'strongly oppose', 'unsure'

**Internal Haystaq Model Name:** politician\_age\_limit\_strongly\_support\_dem\_aw  
 Negative\_FLAG: 20%

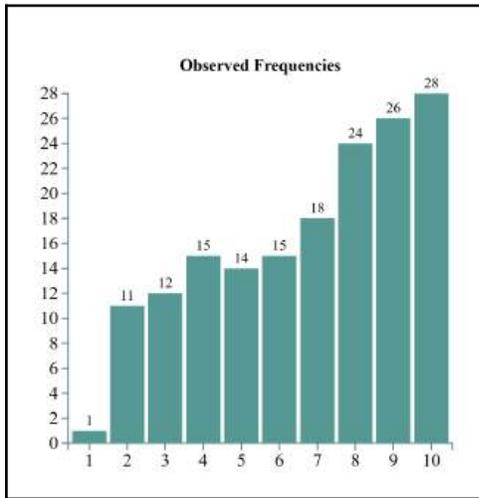


**hs\_age\_limit\_oppose\_dem**

**\*Note: This score was limited to likely Democrats**

**Dependent Variable:** Respondents who answered 'strongly oppose' vs those who answered 'somewhat support', 'strongly support', 'unsure'

**Internal Haystaq Model Name:** politician\_age\_limit\_strongly\_oppose\_dem\_aw  
 Negative\_FLAG: 25%



## Primary Election Choice

**Source question:**

When you vote in primaries do you typically vote in the Democratic ones or the Republican ones? Democratic, Republican, Don't Vote in Primaries, Unsure

**Included fields:**

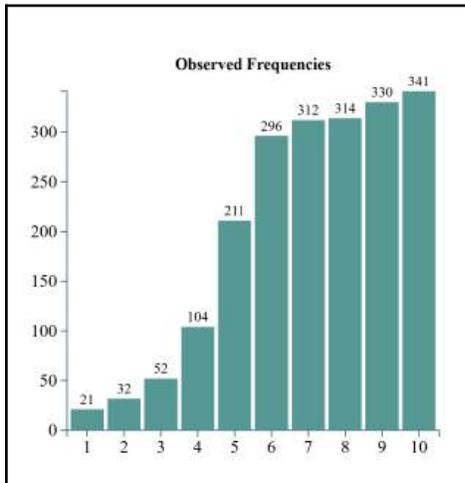
- hs\_ideology\_primary\_election\_dem\_prim\_voter,
- hs\_ideology\_primary\_election\_gop\_prim\_voter,

**hs\_ideology\_primary\_election\_dem\_prim\_voter**

**Dependent Variable:** Respondents who said 'democratic' vs. those who said 'republican'

**Internal Haystaq Model Name:** primary\_dem\_2w

FLAG: 30%



**hs\_ideology\_primary\_election\_gop\_prim\_voter**

**Dependent Variable:** This DV is the inverse of the primary dem voter score above

**Internal Haystaq Model Name:** inverse of primary\_dem\_2w

FLAG: 30%

## Public Transit Funding

**Source question:**

Would you support expanded funding for public transportation such as buses, subways and commuter rail in your state or community even if it meant your taxes could go up?

Support Higher Funding, Oppose Higher Funding, Unsure

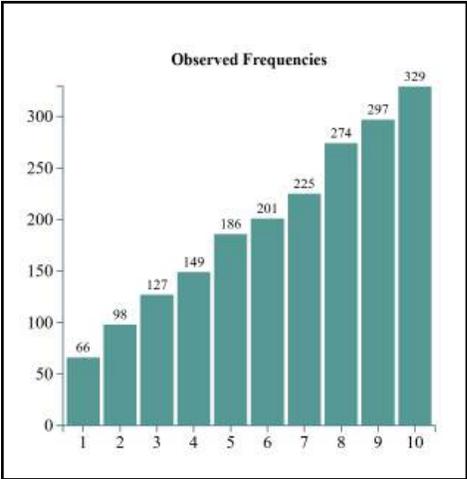
**Included fields:**

- public\_transit\_support,
- public\_transit\_oppose

**hs\_public\_transit\_support**

**Dependent Variable:** Respondents who said 'support higher funding' vs. those who said 'oppose higher funding','unsure'

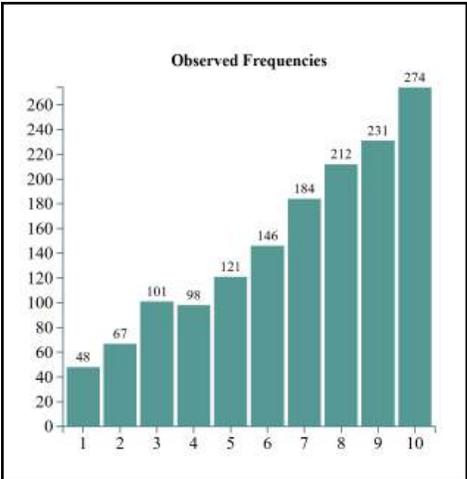
**Internal Haystaq Model Name:** public\_transit\_support\_funding\_aw  
Positive\_FLAG: 25%



**hs\_public\_transit\_oppose**

**Dependent Variable:** Respondents who said 'Oppose Higher Funding' vs. those who said 'support funding' or 'unsure'

**Internal Haystaq Model Name:** public\_transit\_oppose\_funding\_aw  
Negative\_FLAG: 10%



# Race College Admissions

**Source question:**

Recently, the U.S. Supreme Court decided colleges and universities can no longer take race or ethnicity into consideration during the admissions process. Should colleges and universities be allowed to consider race during admissions?

Unsure , Should Consider Race ,Should Not Consider Race

**Included fields:**

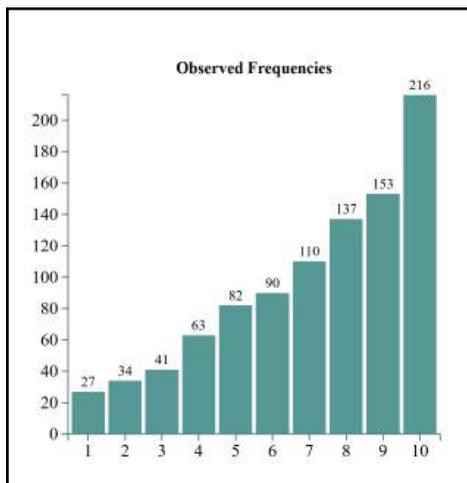
- hs\_college\_admissions\_consider\_race,
- hs\_college\_admissions\_do\_not\_consider\_race

**hs\_college\_admissions\_consider\_race**

**Dependent Variable:** Respondents who answered 'consider race' vs those who answered 'do not consider race','unsure'

**Internal Haystaq Model Name:** race\_college\_admissions\_consider\_aw

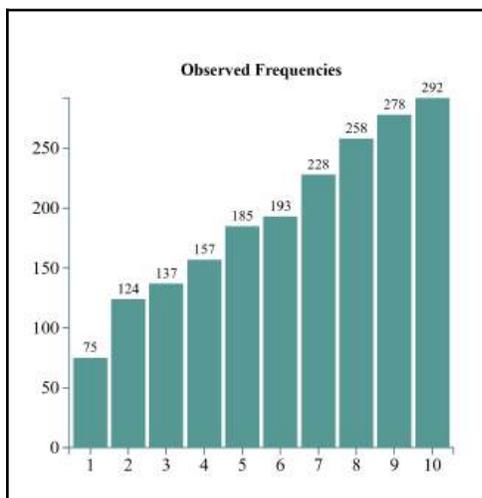
Positive\_FLAG: 20%



**hs\_college\_admissions\_do\_not\_consider\_race**

**Dependent Variable:** Respondents who answered 'do not consider race' vs those who answered 'consider race','unsure'

**Internal Haystaq Model Name:** race\_college\_admissions\_do\_not\_consider\_aw  
 Negative\_FLAG: 25%



## Rank Choice Voting

**Source question:**

Do you support electoral systems that allow voters to rank candidates in order of preference, widely known as Ranked Choice Voting? Unfamiliar with Rank Choice Voting, Strongly Support Rank Choice Voting, Somewhat Support Rank Choice Voting, Somewhat Against Rank Choice Voting, Strongly Against Rank Choice Voting

**Included fields:**

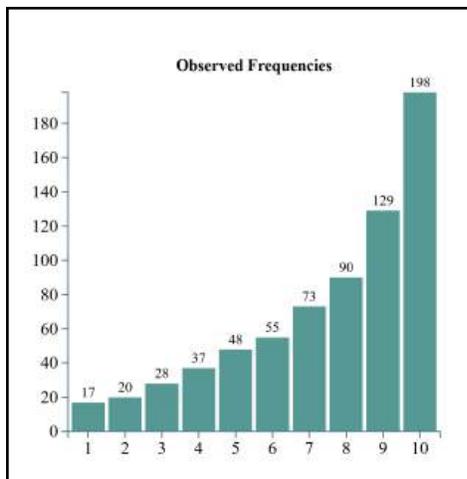
- hs\_rank\_choice\_voting\_support,
- hs\_rank\_choice\_voting\_oppose

**hs\_rank\_choice\_voting\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose','somewhat oppose', 'unfamiliar'

**Internal Haystaq Model Name:** rank\_choice\_voting\_str\_support\_aw

Positive\_FLAG: 15%

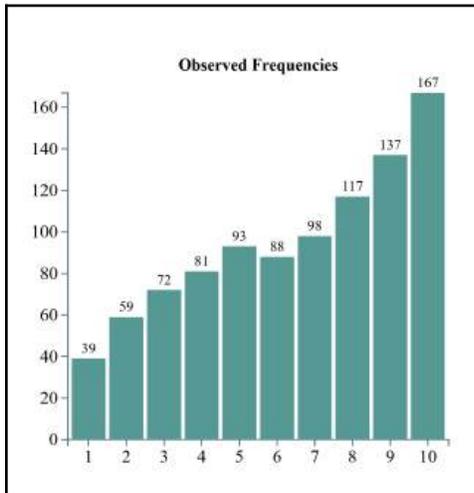


**hs\_rank\_choice\_voting\_oppose**

**Dependent Variable:** Respondents who said 'strongly oppose','somewhat oppose' vs. those who said 'strongly support','somewhat support','unfamiliar'

**Internal Haystaq Model Name:** rank\_choice\_voting\_oppose\_aw

Negative\_FLAG: 10%



## Redistricting

### Source question:

Thinking about the nation as a whole, would you prefer that redistricting or the drawing of congressional and legislative boundaries be done by state legislatures or by independent commissions?

State Legislatures, Independent Commissions, Undecided or Unsure

### Included fields:

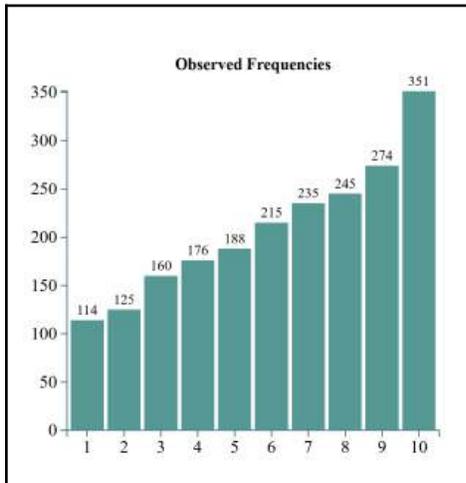
hs\_redistrict\_independent\_com,  
hs\_redistrict\_state\_leg

### hs\_redistrict\_independent

**Dependent Variable:** Respondents who said 'independent commission' vs. those who said 'state legislature', 'undecided or unsure'

**Internal Haystaq Model Name:** redistricting\_indep\_com\_aw

FLAG: 20%

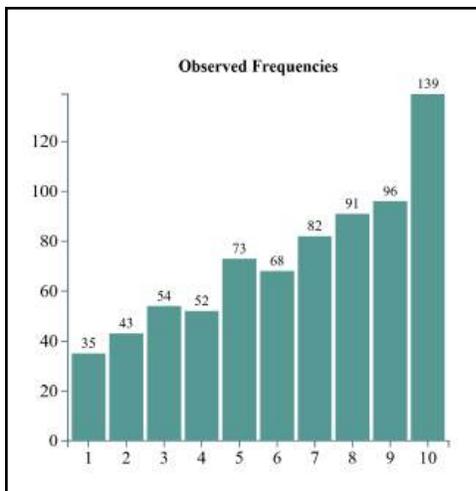


**hs redistrict state leg**

**Dependent Variable:** Respondents who said 'state legislature' vs. those who said 'independent commission', 'undecided or unsure'

**Internal Haystaq Model Name:** redistricting\_legislature\_aw

FLAG: 10%



**Regulations**

**Source question:**

Do U.S. Businesses face too harsh of a regulatory environment or do regulations help keep consumers and employees safe?

Unsure, Regulations Too Harsh, Regulations Help

**Included fields:**

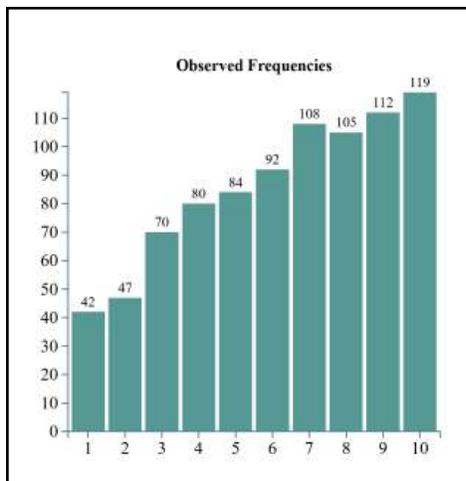
- hs\_regulations\_good,
- hs\_regulations\_too\_harsh,

**hs\_regulations\_good**

**Dependent Variable:** Respondents who said ‘Regulations Help’ vs. those who said ‘Unsure’, ‘Regulations Too Harsh’,

**Internal Haystaq Model Name:** regulations\_helpful\_aw

FLAG: 20%

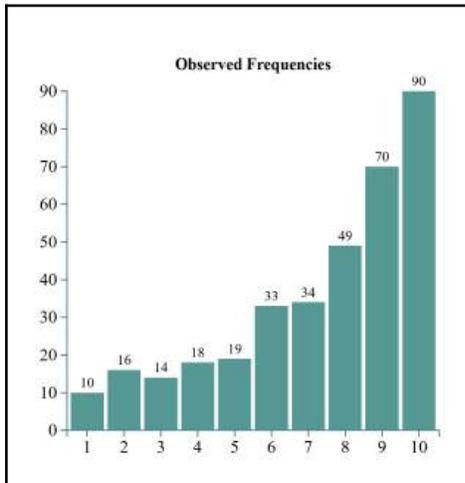


**hs\_regulations\_too\_harsh**

**Dependent Variable:** Respondents who said ‘Regulations Too Harsh’ vs. those who said ‘Regulations Help’ or ‘Unsure’,

**Internal Haystaq Model Name:** regulations\_too\_harsh\_aw

FLAG: 20%



## Religion (Importance of)

**Source question:**

How important would you say religion is in your own life? Extremely Important, Moderately Important , Somewhat Important, Not Important at all

**Included fields:**

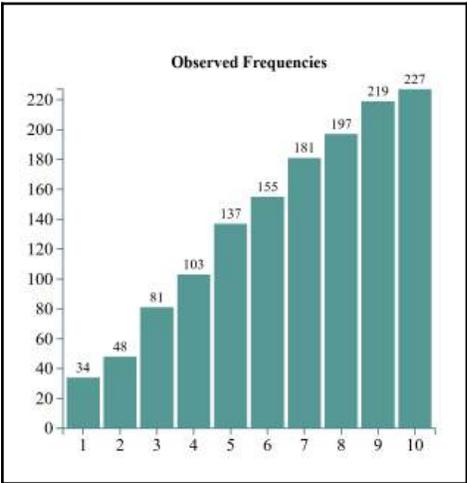
hs\_religion\_important,  
hs\_religion\_not\_important

**hs\_religion\_important**

**Dependent Variable:** Respondents who said 'extremely important' vs. those who said 'not important at all'

**Internal Haystaq Model Name:** religion\_important\_str\_2w

FLAG: 20%

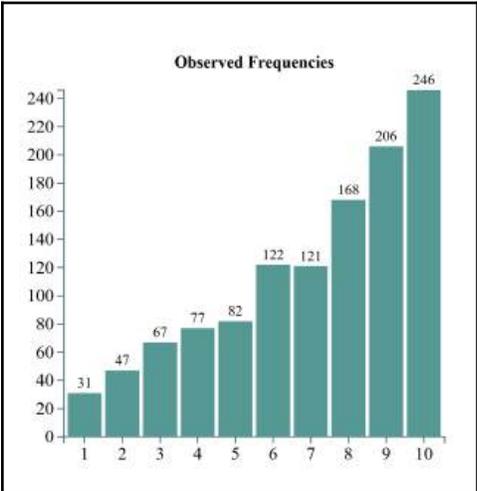


**hs\_religion\_not\_important**

**Dependent Variable:** Respondents who said 'not important at all' vs. those who said 'extremely important', 'somewhat important', 'moderately important'

**Internal Haystaq Model Name:** religion\_not\_important\_aw

FLAG: 20 %



# Responsiveness

**Source:**

Based on survey respondents

**Included fields:**

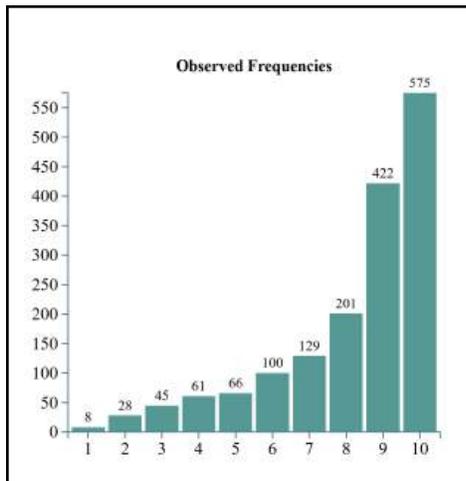
- hs\_responsiveness\_live,
- hs\_responsiveness\_sms,
- hs\_responsiveness\_email

## hs\_responsiveness\_live

**Dependent Variable:** Respondents via live calling to the survey vs. those who we attempted to reach but who did not respond to the survey via live calling

**Internal Haystaq Model Name:** live\_any\_response\_dv

FLAG: 20%

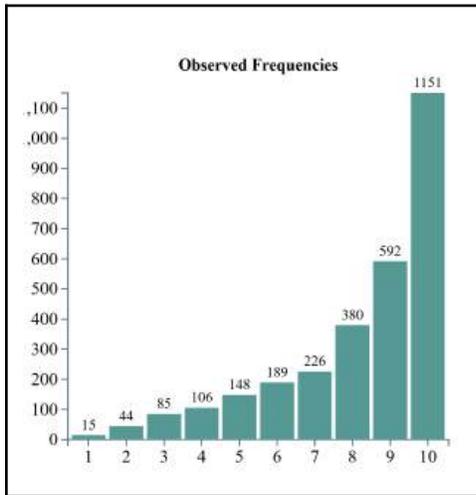


## hs\_responsiveness\_sms

**Dependent Variable:** Respondents via texting to the survey vs. those who we attempted to reach but who did not respond to the survey via texting

**Internal Haystaq Model Name:** sms\_any\_response\_dv

FLAG: 8%

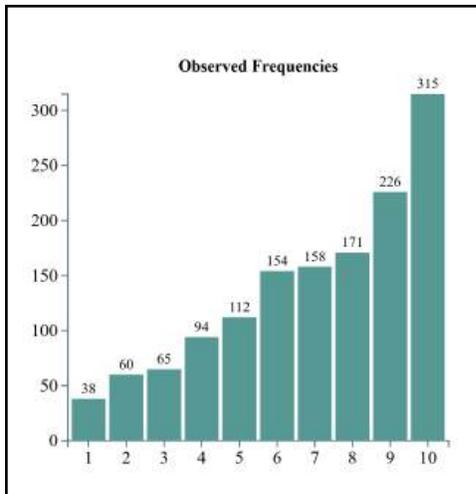


**hs\_responsiveness\_email**

**Dependent Variable:** Respondents via email to the survey vs. those who we attempted to reach but who did not respond to the survey via email

**Internal Haystaq Model Name:** email\_any\_response\_dv

FLAG: 8%



# Rideshare User

**Source question:**

Do you often use a ride-sharing service like Uber or Lyft?  
Yes, No

**Included fields:**

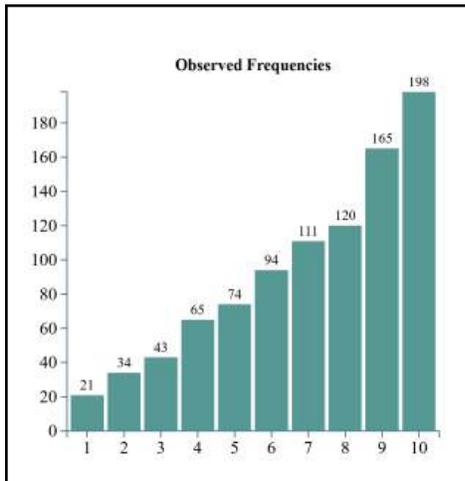
- hs\_rideshare\_user\_no,
- hs\_rideshare\_user

**hs\_rideshare\_user**

**Dependent Variable:** Respondents who said ‘yes’ vs. those who said ‘no’

**Internal Haystaq Model Name:** ridesharing\_user\_yes\_2w

FLAG: 10%



**hs\_rideshare\_user\_no**

**Dependent Variable:** Inverse of Consumer\_Focus\_Rideshare\_Use\_Rideshare\_User

**Internal Haystaq Model Name:** inverse of ridesharing\_user\_yes\_2w

FLAG: 15%

# Same Sex Marriage

**Source question:**

Do you support or oppose same-sex marriage? Strongly Support, Somewhat Support, Undecided, Somewhat Oppose, Strongly Oppose

**Included fields:**

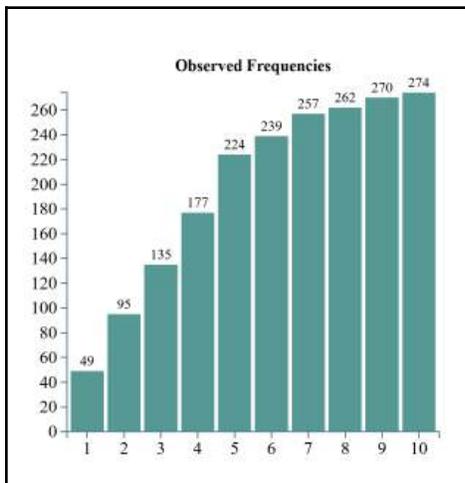
- hs\_same\_sex\_marriage\_support,
- hs\_same\_sex\_marriage\_oppose

**hs\_same\_sex\_marriage\_support**

**Dependent Variable:** Respondents who said 'strongly support' vs. those who said 'strongly oppose'

**Internal Haystaq Model Name:** same\_sex\_marriage\_str\_support\_2w

Positive\_FLAG: 25%



**hs\_same\_sex\_marriage\_oppose**

**Dependent Variable:** This DV is the inverse of the marriage-equality support score

**Internal Haystaq Model Name:** inverse of same\_sex\_marriage\_str\_support\_2w

Negative\_FLAG: 20%

# School Choice

**Source question:**

School choice allows parents to use the tax dollars associated with their child’s education to enroll them in the school of their choice, whether public or private. Do you agree more with supporters who say this gives parents the flexibility to choose the right schools for their children or with opponents who say that school choice subsidizes the wealthy while starving the schools that need funding the most.

Support School Choice, Oppose School Choice, Unsure

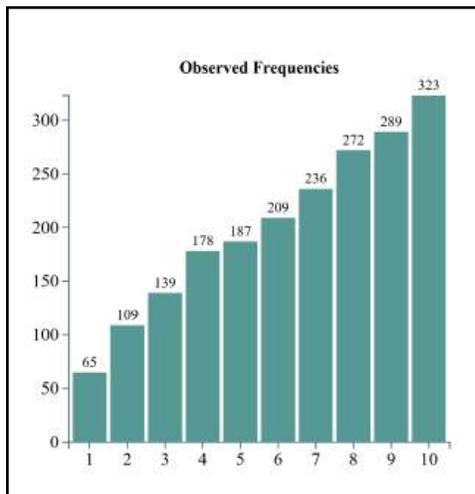
**Included fields:**

- hs\_school\_choice\_oppose,
- hs\_school\_choice\_support

**hs\_school\_choice\_support**

**Dependent Variable:** Respondents who said 'school choice' vs. those who said 'no school choice' or 'unsure'

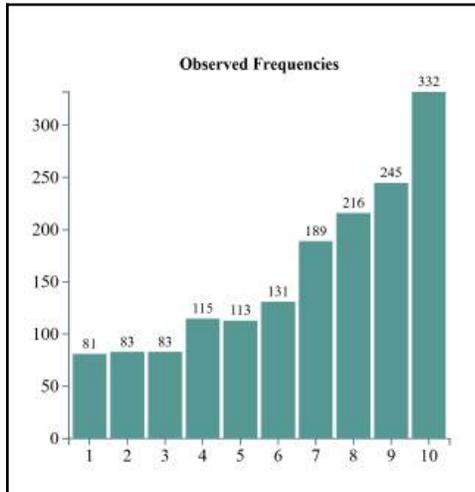
**Internal Haystaq Model Name:** school\_choice\_support\_aw  
 FLAG: 20%



**hs\_school\_choice\_oppose**

**Dependent Variable:** Respondents who said 'no school choice' vs. those who said 'school choice' or 'unsure'

**Internal Haystaq Model Name:** school\_choice\_oppose\_aw  
**FLAG:** 10%



## School Spending

**Source question:**

Would you support increasing funding for public education in your state or community even if it meant your taxes would be higher, or do you think that enough money is already spent on education and that schools need to spend better not more?  
 Support More Funding for Schools, Do Not Support More Funding for Schools, Unsure

**Included fields:**

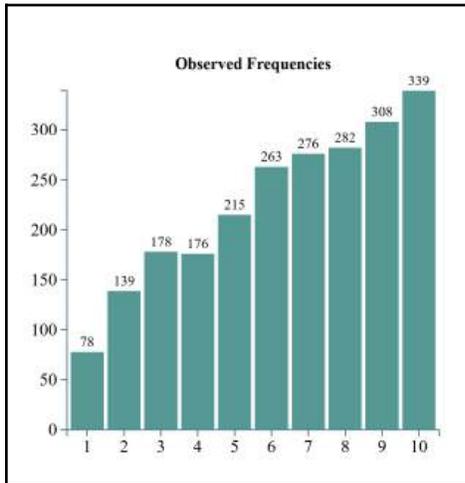
- hs\_school\_funding\_more,
- hs\_school\_funding\_less

**hs\_school\_funding\_more**

**Dependent Variable:** Respondents who said 'more funding for schools' vs. those who said 'less funding for schools' or 'unsure'

**Internal Haystaq Model Name:** school\_spending\_support\_aw

Positive\_FLAG: 20%

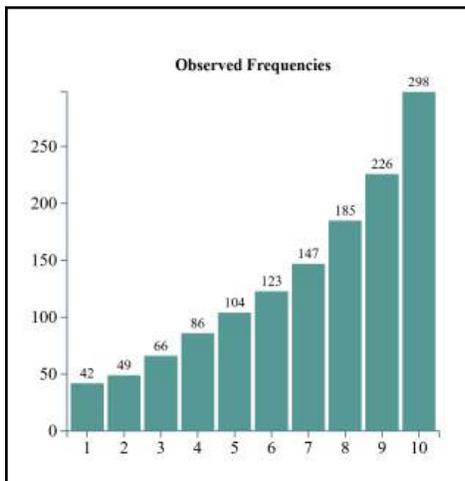


**hs\_school\_funding\_less**

**Dependent Variable:** Respondents who said 'less funding for schools' vs. those who said 'more funding for schools' or 'unsure'

**Internal Haystaq Model Name:** school\_spending\_oppose\_aw

Negative\_FLAG: 20%



## Social Media User

**Source question:**

How often do you use social media such as Facebook, Twitter, TikTok, Snapchat or Instagram?

Many Times per Day , Once or Twice a Day , Weekly , Monthly or less ,Never

**Included fields:**

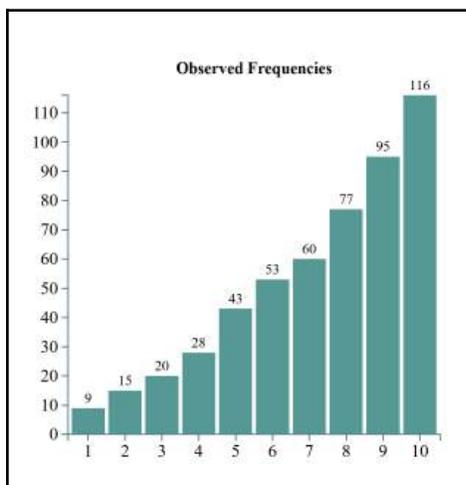
- hs\_social\_media\_user\_frequent,
- hs\_social\_media\_user\_no\_or\_infrequent,

**hs\_social\_media\_user\_frequent**

**Dependent Variable:** Respondents who said 'Many Times per Day' vs. those who said 'weekly','monthly or less','never'

**Internal Haystaq Model Name:** social\_media\_frequent

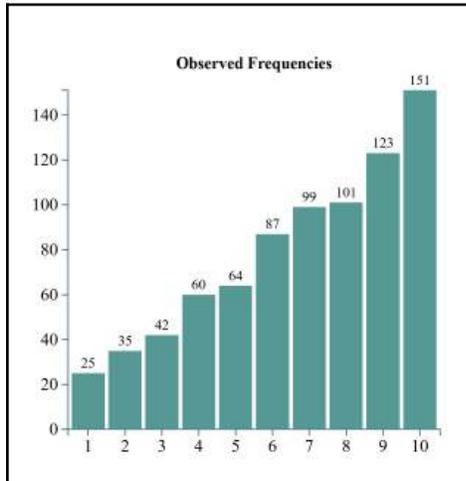
Positive\_FLAG: 25%



**hs\_social\_media\_user\_no\_or\_infrequent**

**Dependent Variable:** Respondents who said 'monthly or less','never' vs. those who said Many Times per Day','Once or Twice a Day'

**Internal Haystaq Model Name:** social\_media\_infrequent4  
 Negative\_FLAG: 20%



## Social Security Tax Increase

**Source question:**

To preserve Social Security, would you support a small payroll tax increase and/or raising the cap that exempts income above \$176,000?

Yes, No, Unsure

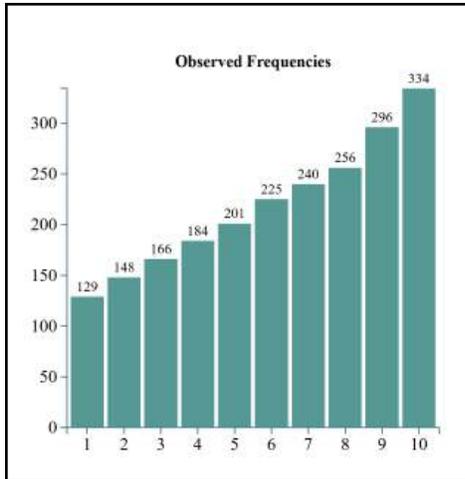
**Included fields:**

- hs\_social\_security\_tax\_increase\_support
- hs\_social\_security\_tax\_increase\_oppose

**hs\_social\_security\_tax\_increase\_support**

**Dependent Variable:** Respondents who said 'yes tax increase' vs. those who said 'no tax increase' or 'unsure'

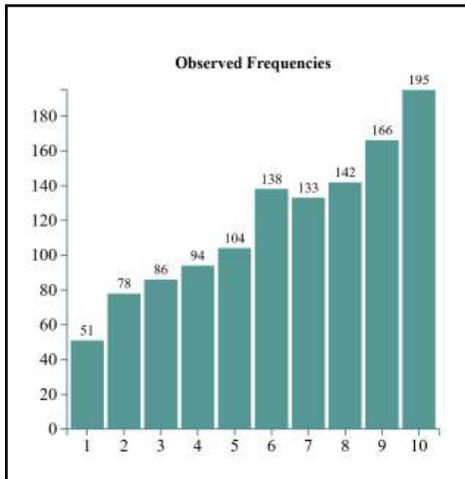
**Internal Haystaq Model Name:** social\_security\_support\_increase\_aw  
 Positive\_FLAG: 25%



**hs\_social\_security\_tax\_increase\_oppose**

**Dependent Variable:** Respondents who said 'no tax increase' vs. those who said 'yes tax increase' or 'unsure'

**Internal Haystaq Model Name:** social\_security\_support\_oppose\_aw  
 Negative\_FLAG: 20%



# Solar Panels

**Source question:**

Are you considering buying solar panels within the next two years?  
 No Do Not Own A Home , No But Own Home , Yes , Already have Solar Panels

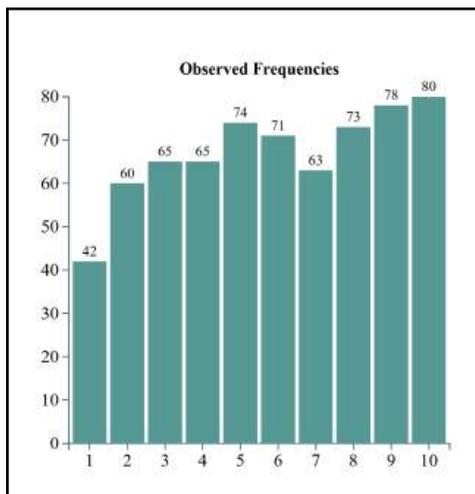
**Included fields:**

- hs\_solar\_panel\_buyer\_no,
- hs\_solar\_panel\_buyer\_yes

**hs\_solar\_panel\_buyer\_no**

**Dependent Variable:** Respondents who said 'not interested' vs those who said 'yes','already own'

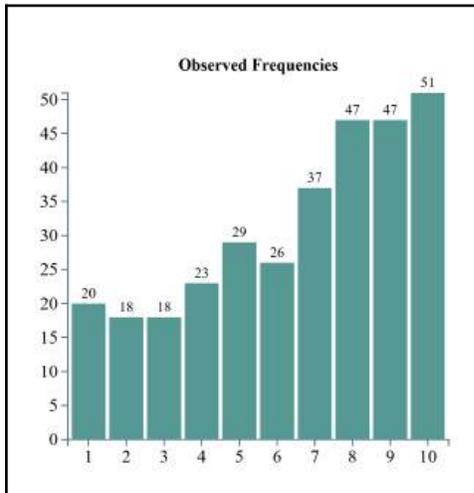
**Internal Haystaq Model Name:** solar\_no\_aw  
 FLAG: 20%



**hs\_solar\_panel\_buyer\_yes**

**Dependent Variable:** Respondents who said 'yes','already own' vs those who said 'not interested'

**Internal Haystaq Model Name:** solar\_yes\_aw  
 FLAG: 10%



## Stadium Financing

**Source question:** Is it generally worth it for a city to use tax dollars to build a stadium or arena to attract or retain a professional sports team?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly

**Included fields:**

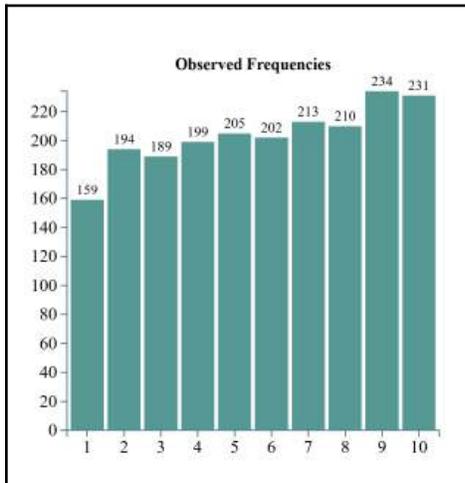
hs\_public\_financing\_stadiums\_oppose,  
 hs\_public\_financing\_stadiums\_support

**hs\_public\_financing\_stadiums\_oppose**

**Dependent Variable:** Respondents who answered ‘strongly disapprove’ or ‘somewhat disapprove’ vs those who answered ‘strongly approve’ or ‘somewhat approve’ or ‘unsure’

**Internal Haystaq Model Name:** stadium\_financing\_disapprove\_aw

Positive\_FLAG: 20%

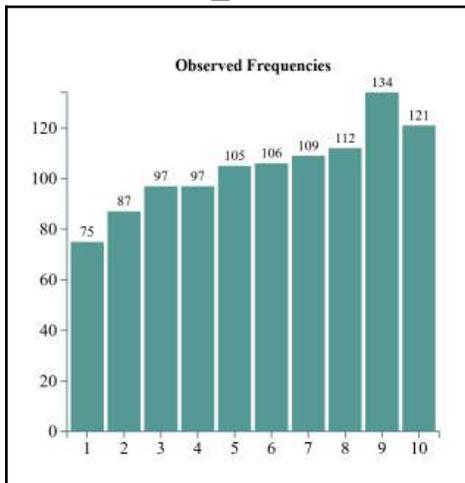


**hs public financing stadiums support**

**Dependent Variable:** Respondents who answered ‘strongly approve’ or ‘somewhat approve’ vs those who answered ‘somewhat disapprove’ or ‘strongly disapprove’ or ‘unsure’

**Internal Haystaq Model Name:** stadium\_financing\_approve\_2w

Positive\_FLAG: 20%



**Tax Cut Support**

**Source question:**

Would you support a tax cut for all taxpayers knowing that much of the savings will go to those making more than \$1,000,000 per year?

Support Tax Cut, Oppose Tax Cut, Unsure

**Included fields:**

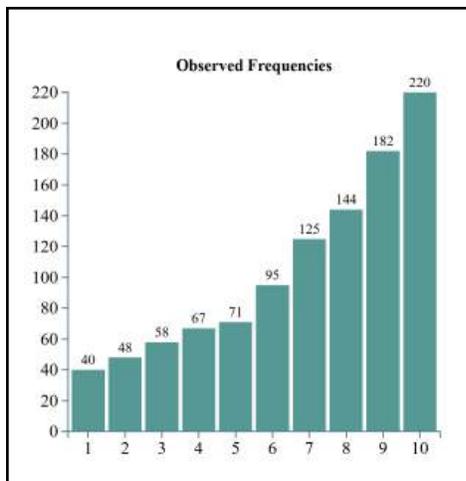
hs\_tax\_cuts\_support,  
hs\_tax\_cust\_oppose

**hs\_tax\_cuts\_support**

**Dependent Variable:** Respondents who said 'support cut' vs. those who said 'oppose cut' or 'unsure'

**Internal Haystaq Model Name:** tax\_cut\_yes\_aw

Positive\_FLAG: 20%

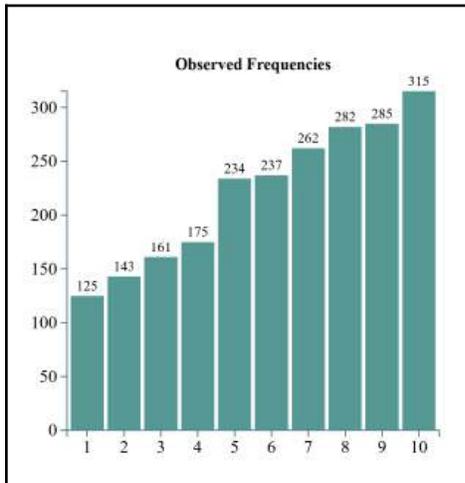


**hs\_tax\_cuts\_oppose**

**Dependent Variable:** Respondents who said 'oppose cut' vs. those who said 'support cut', 'unsure'

**Internal Haystaq Model Name:** tax\_cut\_no\_aw

Negative\_FLAG: 20%



## Teachers Unions

### Source question:

Do you think Teacher Unions have a positive impact on schools or a negative impact?  
Positive Impact, Negative Impact, Neutral Impact, Unsure

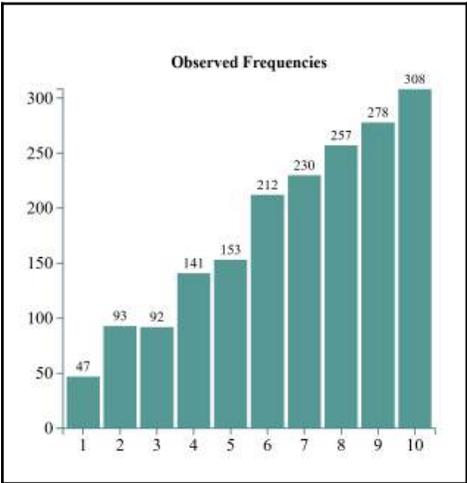
### Included fields:

hs\_teachers\_union\_positive,  
hs\_teachers\_union\_negative

### hs\_teachers\_union\_positive

**Dependent Variable:** Respondents who said 'positive' vs. those who said 'negative','neutral','unsure'

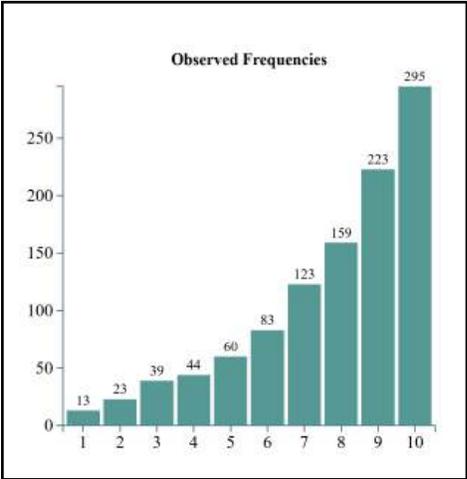
**Internal Haystaq Model Name:** teachers\_unions\_positive\_aw  
Positive\_FLAG: 20%



**hs teachers union negative**

**Dependent Variable:** Respondents who said 'negative' vs. those who said 'positive', 'neutral', 'unsure'

**Internal Haystaq Model Name:** teachers\_unions\_negative\_aw  
Negative\_FLAG: 20%



## Third Party

**Source question:**

Some people feel that the Democratic and Republican parties have become too extreme and there is a need for a new moderate party. Do you agree there should be a moderate third party?

Agree, Disagree or Unsure

**Included fields:**

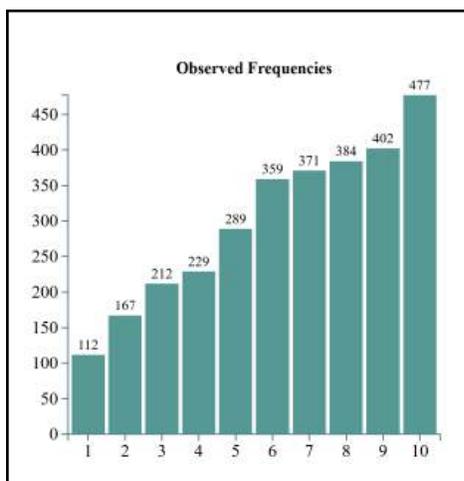
hs\_partisanship\_moderate\_third\_party\_support,  
 hs\_partisanship\_moderate\_third\_party\_oppose

**hs\_partisanship\_moderate\_third\_party\_support**

**Dependent Variable:** Respondents who said ‘agree’ vs those who said ‘disagree’ or ‘unsure’

**Internal Haystaq Model Name:** third\_party\_agree\_aw

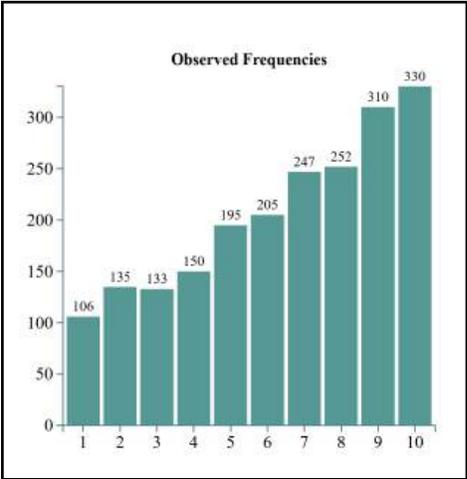
Positive\_FLAG: 15%



**hs\_partisanship\_moderate\_third\_party\_oppose**

**Dependent Variable:** Respondents who said 'disagree' vs those who said 'agree' or 'unsure'

**Internal Haystaq Model Name:** third\_party\_disagree\_aw  
Negative\_FLAG: 20%



# Ticket Splitting

**Source question:**

Democratic respondents were asked:

Would you ever or have you ever voted for a Republican for any office?

Republican respondents were asked:

Would you ever or have you ever voted for a Democrat for any office?

**Included fields:**

hs\_ticket\_splitter\_yes,

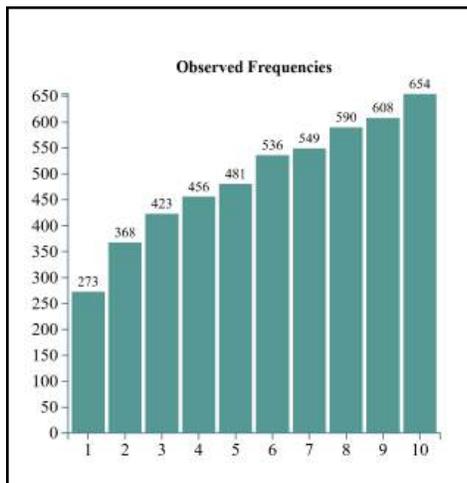
hs\_ticket\_splitter\_no

**hs\_ticket\_splitter\_yes**

**Dependent Variable:** Respondents who said “Yes, Split Tickets” vs. those who said 'No','Unsure'

**Internal Haystaq Model Name:** ticket\_splitting\_yes\_either\_3rd\_aw

FLAG: 25%

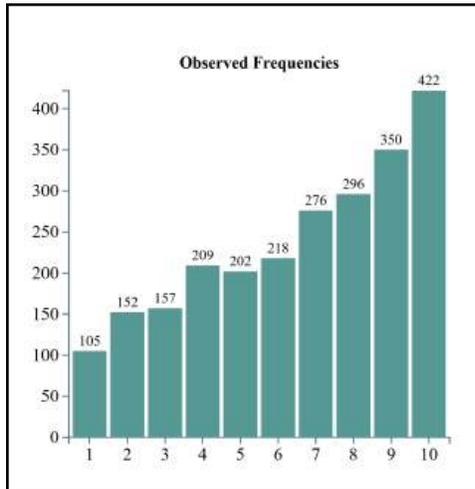


**hs\_ticket\_splitter\_no**

**Dependent Variable:** Respondents who said 'no' vs. those who said 'Yes, Unsure'

**Internal Haystaq Model Name:** ticket\_splitting\_no\_either\_3rd\_aw

FLAG: 20%



## Ticket Splitting Dem

**\*Note: this score limited to likely Democratic voters only**

### Source question:

Would you ever or have you ever voted for a Republican for any office?

Yes, No, Unsure

### Included fields:

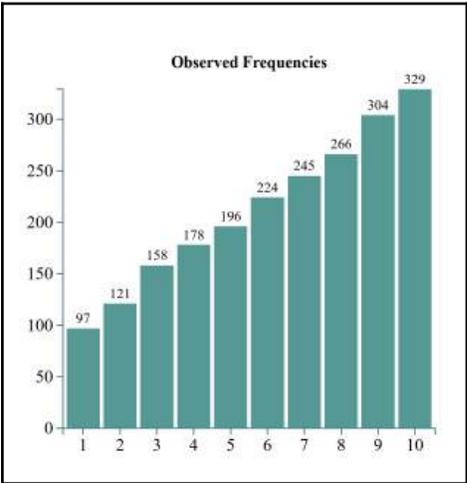
hs\_ticket\_splitter\_dem\_yes,  
 hs\_ticket\_splitter\_dem\_no,

### hs\_ticket\_splitter\_dem\_yes

**Dependent Variable:** Respondents who said 'Yes' vs. those who said 'No,Unsure'

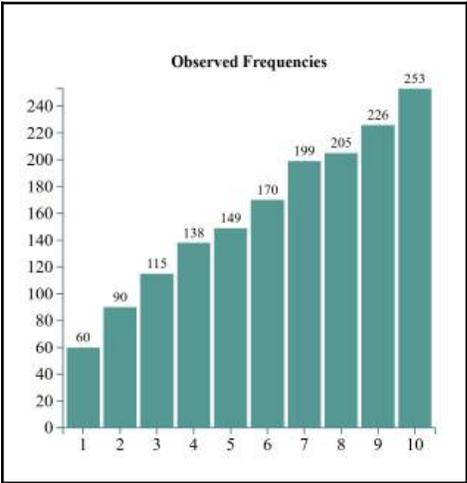
**Internal Haystaq Model Name:** ticket\_splitting\_yes\_dem\_aw

FLAG: 20%



**hs\_ticket\_splitter\_dem\_no**

**Dependent Variable:** Respondents who said 'No' vs those who said 'Yes,Unsure'  
**Internal Haystaq Model Name:** ticket\_splitting\_no\_dem\_aw  
**FLAG:** 20%



# Ticket Splitting Gop

**\*Note: this score limited to likely Republican voters only**

**Source question:**

Would you ever or have you ever voted for a Democrat for any office?  
 Yes, No, Unsure

**Included fields:**

hs\_ticket\_splitter\_gop\_yes,  
 hs\_ticket\_splitter\_gop\_no

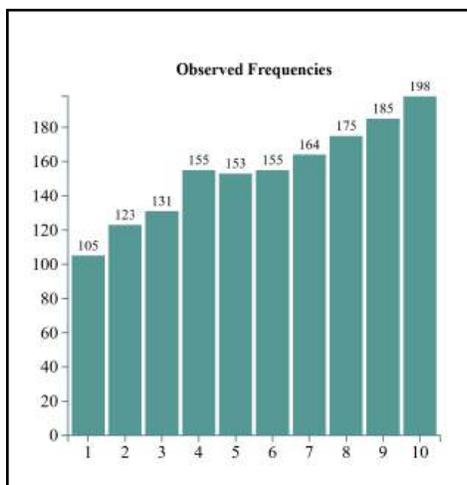
**hs\_ticket\_splitter\_gop\_yes**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who said 'Yes' vs. those who said 'No,Unsure'

**Internal Haystaq Model Name:** ticket\_splitting\_yes\_gop\_aw

FLAG: 15%



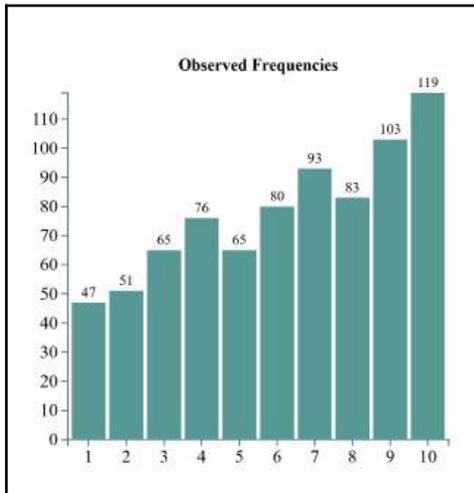
**hs\_ticket\_splitter\_gop\_no**

**\*Note: This score was limited to likely Republicans**

**Dependent Variable:** Respondents who said 'No' vs those who said 'Yes,Unsure'

**Internal Haystaq Model Name:** ticket\_splitting\_no\_gop\_aw

FLAG: 20%



## Trans Athletes

**Source question:**

Should Transgender Athletes be allowed to compete in women’s sports?  
 Unfamiliar, Yes, With No Restrictions, Yes, With Some Restrictions, Not Allowed, Unsure

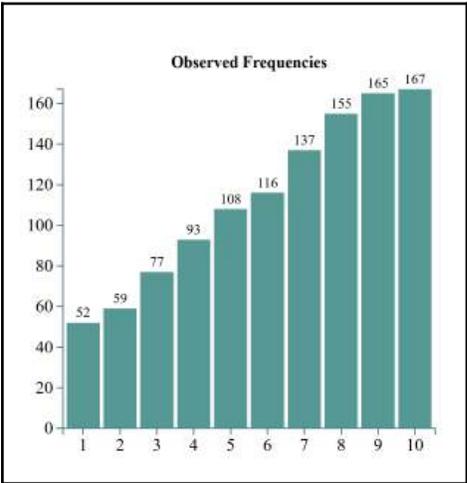
**Included fields:**

- hs\_trans\_athlete\_no,
- hs\_trans\_athlete\_yes,

**hs\_trans\_athlete\_no**

**Dependent Variable:** Respondents who said 'not allowed' vs. those who said 'yes with no restrictions', 'yes some restrictions'

**Internal Haystaq Model Name:** trans\_athletes\_no\_2w  
 Positive\_FLAG: 30%

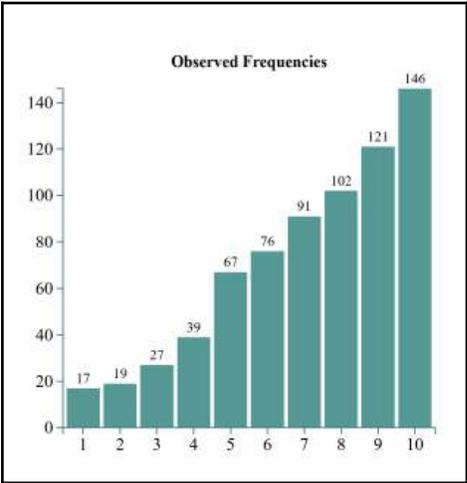


**hs\_trans\_athlete\_yes**

**Dependent Variable:** Respondents who said 'yes with no restrictions', 'yes some restrictions' vs. 'not allowed'

**Internal Haystaq Model Name:** trans\_athletes\_yes\_w\_restrictions\_2w

Positive\_FLAG: 20%



Tribalism

Source question:

When it comes to attempts to modernize the US Military, who do you think has or had a better policy, Trump or Biden?

And

When it comes to the federal government's policy of maintaining a military base on the island of Guam, who do you think has or had a better policy, Trump or Biden?

Trump's Better, Biden's Better, Policies seem the Same, Unsure

**Included fields:**

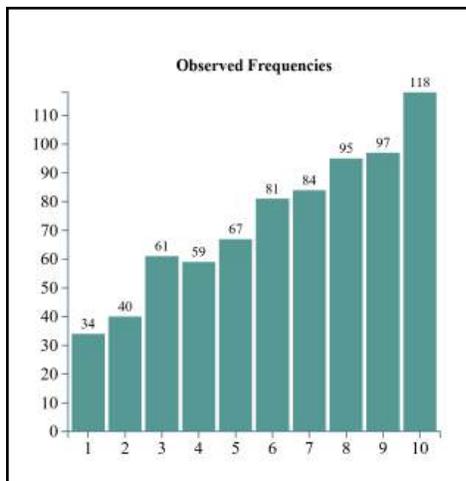
- hs\_tribalism\_open\_minded
- hs\_tribalism\_team\_gop
- hs\_tribalism\_team\_dem

**hs\_tribalism\_open\_minded**

**Dependent Variable:** Respondents who said 'same policy','unsure' vs 'dem tribe','gop tribe'

**Internal Haystaq Model Name:** tribalism\_combo\_not\_tribal\_v2

FLAG: 15%

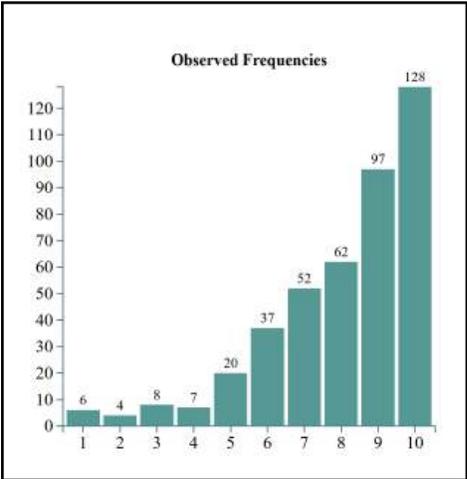


**hs\_tribalism\_team\_gop**

**Dependent Variable:** Respondents who said 'gop tribe' vs. those who said 'same policy','unsure', 'dem tribe'

**Internal Haystaq Model Name:** tribalism\_combo\_team\_gop\_v2

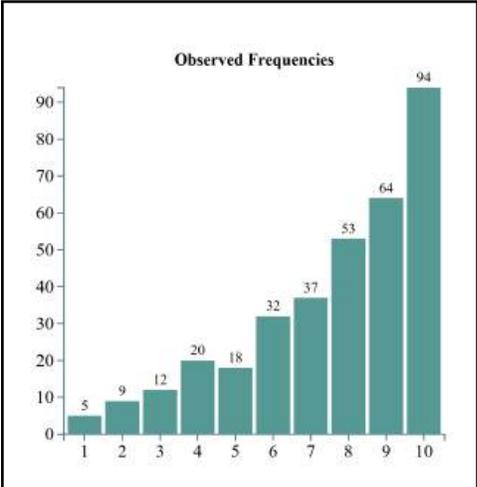
FLAG: 20 %



**hs\_tribalism\_team\_dem**

**Dependent Variable:** Respondents who said 'dem tribe' vs. those who said 'gop tribe', 'same policy', 'unsure'

**Internal Haystaq Model Name:** tribalism\_combo\_team\_dem\_v2  
FLAG: 20 %



# Trump Tariffs

**Source question:**

Trump is imposing large tariffs on Canada, Mexico and China. Do you support or oppose these tariffs?

Unsure, Strongly Support, Somewhat Support, Somewhat Oppose, Strongly Oppose

**Included fields:**

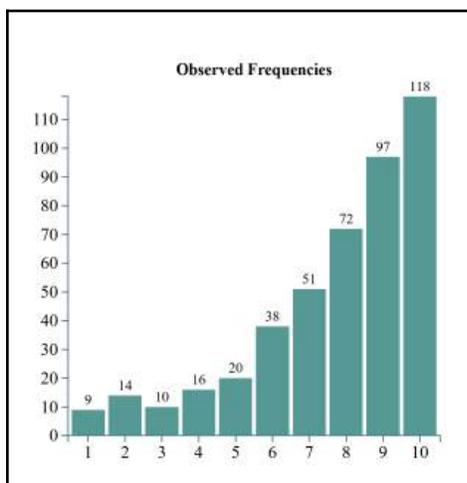
- hs\_trump\_tariffs\_oppose,
- hs\_trump\_tariffs\_support

**hs\_trump\_tariffs\_support**

**Dependent Variable:** Respondents who answered 'strongly support','somewhat support' vs those who answered 'somewhat oppose','strongly oppose'

**Internal Haystaq Model Name:** trump\_tariffs\_support\_2w

Positive\_FLAG: 20%

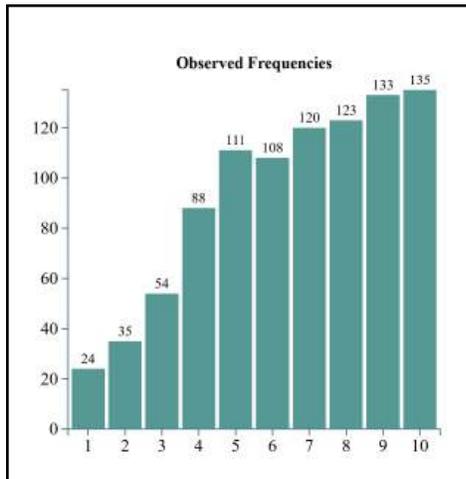


**hs\_trump\_tariffs\_oppose**

**Dependent Variable:** Respondents who answered 'strongly oppose','somewhat oppose' vs those who answered 'strongly support','somewhat support','unsure'

**Internal Haystaq Model Name:** trump\_tariffs\_oppose\_aw

Positive\_FLAG: 30%



## Trust in Science

**Source question:**

To what extent do you trust the scientific and medical communities to do what is right?  
 Almost Always, Usually, Sometimes, Rarely, Unsure

**Included fields:**

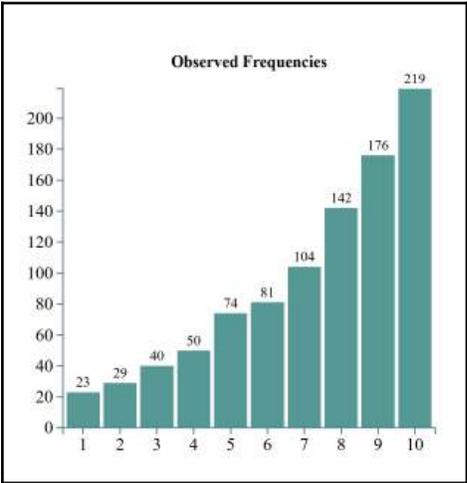
hs\_trust\_science\_yes,  
 hs\_trust\_science\_no

**hs\_trust\_science\_yes**

**Dependent Variable:** Respondents who said 'almost always' vs. those who said 'rarely','sometimes','unsure'

**Internal Haystaq Model Name:** trust\_science\_always\_aw

Positive\_FLAG: 25%

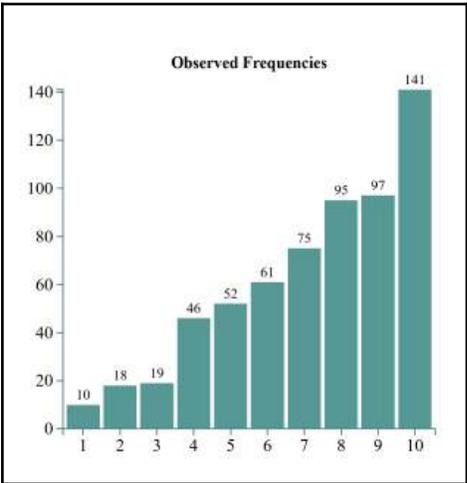


**hs\_Trust\_science\_no**

**Dependent Variable:** Respondents who said 'rarely' vs. those who said 'almost always','sometimes','unsure','usually'

**Internal Haystaq Model Name:** trust\_science\_rarely\_aw

Negative\_FLAG: 10%



# Truth vs Free Speech

**Source question:**

Is it more important for Social Media Companies like Facebook and Twitter to ensure truthful information or to protect free speech?

Much More Important to Ensure Truthful Information, Somewhat More Important to Ensure Truthful Information, Somewhat More Important to Ensure Free Speech, Much More Important to Ensure Free Speech, Unsure

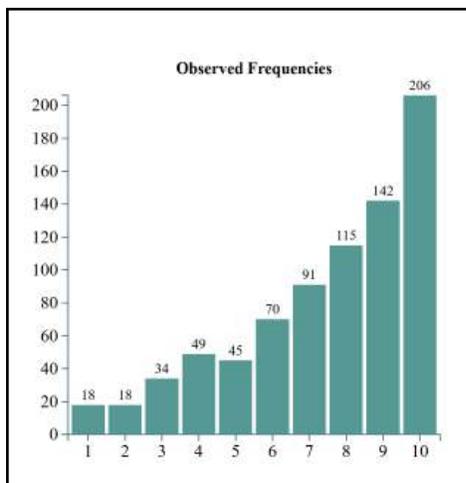
**Included fields:**

hs\_social\_media\_ensure\_free\_speech,  
hs\_social\_media\_ensure\_truth

**hs\_social\_media\_ensure\_free\_speech**

**Dependent Variable:** Respondents who said 'much more free speech' vs. those who said 'much more truth', 'somewhat more truth', 'unsure'

**Internal Haystaq Model Name:** truth\_vs\_free\_speech\_str\_fs\_aw  
FLAG: 20%

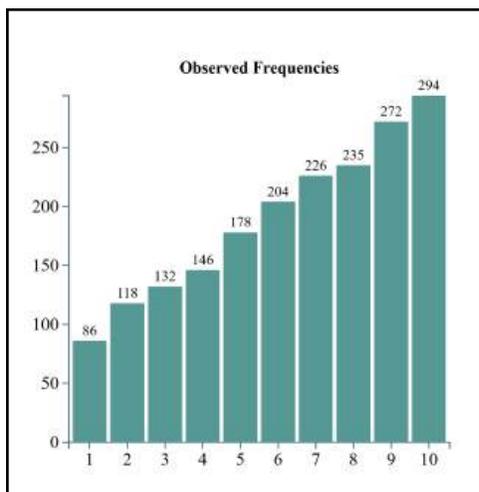


**hs\_social\_media\_ensure\_truth**

**Dependent Variable:** Respondents who said 'much more truth' vs. those who said 'much more free speech', 'somewhat more free speech', 'unsure'

**Internal Haystaq Model Name:** truth\_vs\_free\_speech\_str\_truth\_aw

FLAG: 20%



## Turnout Scores

**Source:**

Vote history available on the voter file. This is calibrated to be presidential year turnout.

**Included fields:**

hs\_likely\_polling\_turnout, hs\_likely\_mid\_term\_voter, hs\_likely\_presidential\_voter

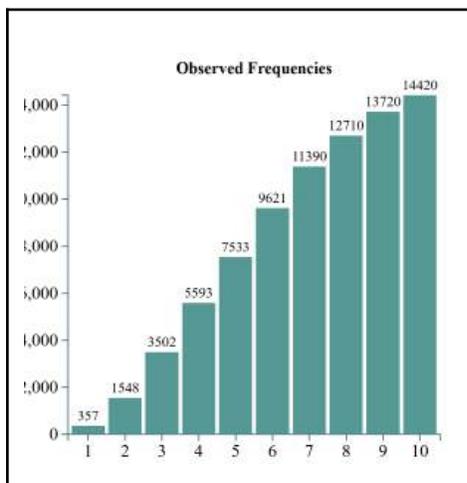
**hs\_likely\_polling\_turnout**

**Note:** this is our stable turnout number – it is combined with the previous year’s turnout model to create a turnout number that only changes marginally over time.

**Dependent Variable:** Registered voters who voted in the 2022 presidential election vs. those who were eligible to vote in the 2022 presidential election but did not vote pushed forward onto 2025 turn out data

**Internal Haystaq Model Name:** hs\_likely\_polling\_turnout

**No Flags Associated with this score**



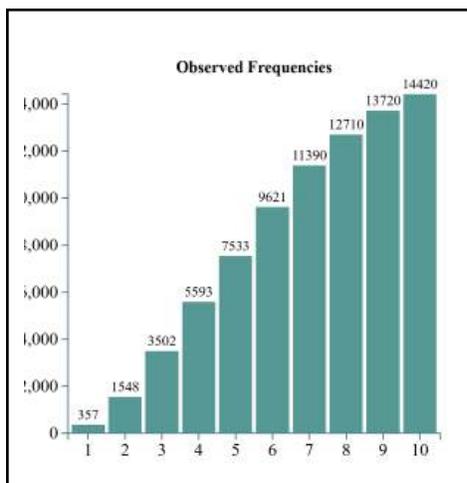
**hs\_likely\_mid\_term\_voter**

**Dependent Variable:** Registered voters who voted in the 2022 presidential election vs. those who were eligible to vote in the 2022 presidential election but did not vote pushed forward onto 2025 turn out data

**Internal Haystaq Model Name:** hs\_likely\_mid\_term\_voter

**Positive Flag:** 55% hf\_likely\_mid\_term\_voter

**Negative Flag:** 45% hf\_unlikely\_mid\_term\_voter



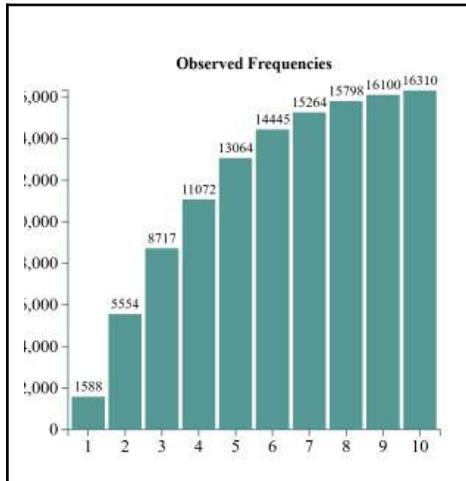
**hs\_likely\_presidential\_voter**

**Dependent Variable:** Registered voters who voted in the 2024 presidential election vs. those who were eligible to vote in the 2024 presidential election but did not vote pushed forward onto 2025 turn out data

**Internal Haystaq Model Name:** hs\_likely\_presidential\_voter

**Positive Flag:** 55% hf\_likely\_presidential\_voter

**Negative Flag:** 45% hf\_unlikely\_presidential\_voter\_flag



**turnout\_flags\_combined\_with\_early\_vote\_and\_absentee**

hf\_likely\_presidential\_voter\_and\_likely\_absentee\_by\_mail\_flag: top 55% turnout, top 30% absentee

hf\_likely\_presidential\_voter\_and\_unlikely\_absentee\_by\_mail\_flag: top 55% turnout, bottom 35% absentee

hf\_unlikely\_presidential\_voter\_and\_likely\_absentee\_by\_mail\_flag: bottom 45% turnout, top 20% absentee

hf\_likely\_presidential\_voter\_and\_likely\_early\_voter\_flag: top 55% turnout, bottom 20% early vote

hf\_likely\_presidential\_voter\_and\_unlikely\_early\_voter\_flag: top 55% turnout, bottom 35% early vote

**TV- Trusted News Source**

**Source question:**

Which of the following cable news organizations is the most trustworthy: CNN, Fox News or MSNBC?

CNN, Fox, MSNBC, Unsure

**Included fields:**

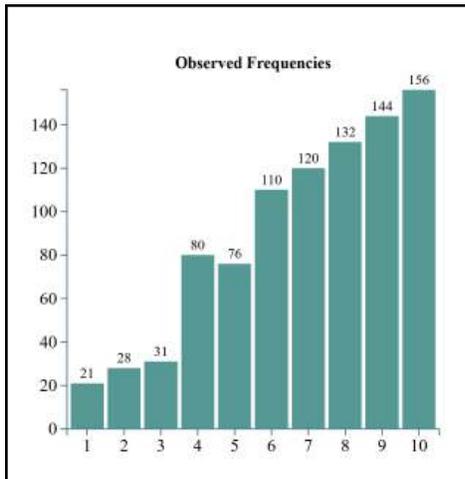
hs\_tv\_news\_source\_most\_trusted\_cnn,  
 hs\_tv\_news\_source\_most\_trusted\_fox,  
 hs\_tv\_news\_source\_most\_trusted\_msnbc

**hs\_Tv\_News\_Source\_Most\_Trusted\_News\_CNN**

**Dependent Variable:** Respondents who said 'cnn' vs. those who said 'fox', 'msnbc','unsure'

**Internal Haystaq Model Name:** tv\_news\_source\_cnn\_aw

FLAG: 15%

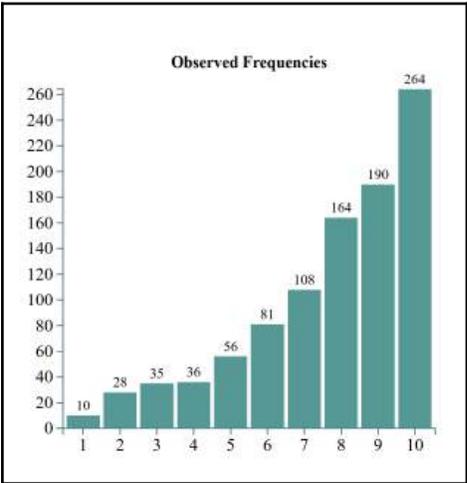


**hs\_Tv\_News\_Source\_Most\_Trusted\_News\_Fox**

**Dependent Variable:** Respondents who said 'fox' vs. those who said 'cnn', 'msnbc','unsure'

**Internal Haystaq Model Name:** tv\_news\_source\_fox\_aw

FLAG: 12%

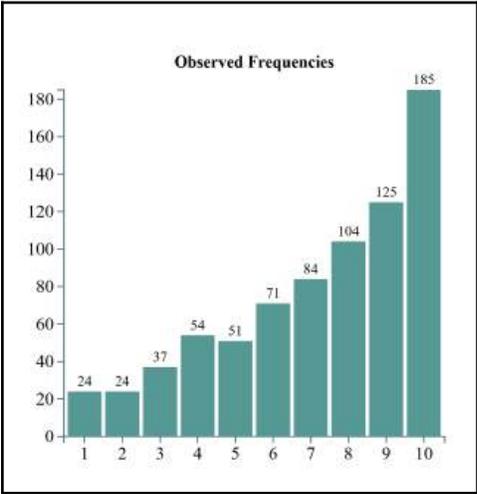


**hs\_Tv\_News\_Source\_Most\_Trusted\_News\_MSNBC**

**Dependent Variable:** Respondents who said 'msnbc' vs. those who said 'cnn', 'fox', 'unsure'

**Internal Haystaq Model Name:** tv\_news\_source\_msnbc\_aw

FLAG: 10%



## TV Viewing

**Source question:** What is the main way you watch television at home? Do you primarily watch TV via Cable, Satellite, Free Streaming Services like YouTube or TikTok, paid Streaming Services like Netflix or Hulu, or Over the air TV.

Cable,Satellite, Free Streaming ,Paid Streaming, Over the air TV , Don't watch TV

**Included fields:**

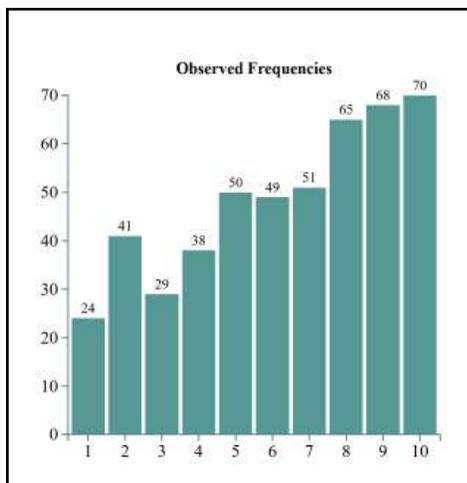
- hs\_tv\_viewer\_not\_viewer,
- hs\_tv\_viewer\_watch\_free\_streaming,
- hs\_tv\_viewer\_watch\_any\_tv,
- hs\_tv\_viewer\_watch\_paid\_streaming,
- hs\_tv\_viewer\_watch\_cable

### hs\_tv\_viewer\_watch\_free\_streaming

**Dependent Variable:** Respondents who said 'free streaming' vs. those who said 'cable','satellite','paid streaming','over the air','dont watch tv'

**Internal Haystaq Model Name:** tv\_source\_free\_streaming\_v2

FLAG: 25%

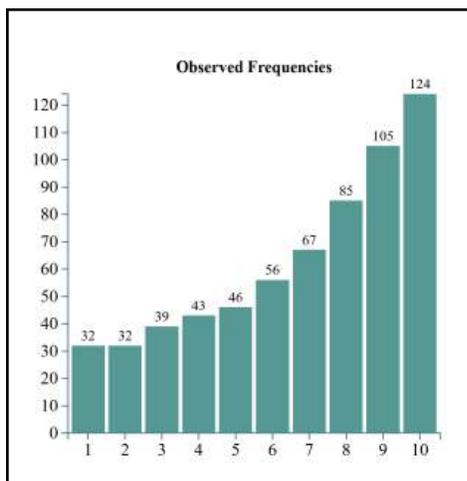


### hs\_tv\_viewer\_watch\_any\_tv

**Dependent Variable:** Respondents who said 'over the air','cable','satellite', vs. those who said "'cable','satellite','free streaming ',' paid streaming',' don't watch tv'

**Internal Haystaq Model Name:** tv\_source\_tv\_v2

FLAG: 25%

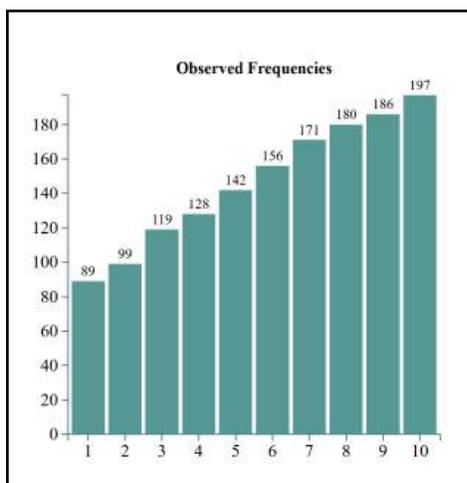


**hs\_tv\_viewer\_watch\_paid\_streaming**

**Dependent Variable:** Respondents who said 'paid streaming' vs. those who said 'cable','satellite','free streaming','over the air','don't watch tv'

**Internal Haystaq Model Name:** tv\_source\_paid\_streaming\_v2

FLAG: 25%

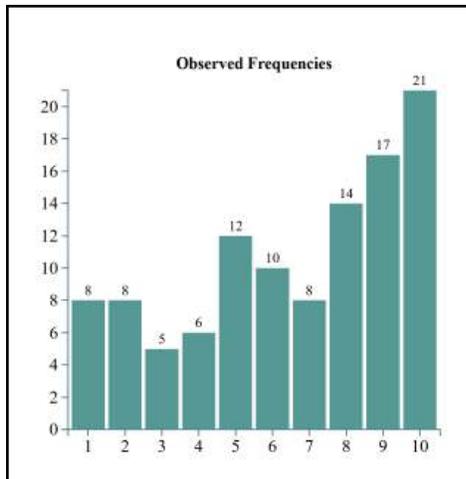


**hs\_tv\_viewer\_not\_viewer**

**Dependent Variable:** Respondents who said 'dont watch tv' vs. those who said 'cable','satellite','free streaming','paid streaming','over the air'

**Internal Haystaq Model Name:** tv\_source\_dont\_watch\_tv\_v2

FLAG: 8%



**Ukraine**

**Source question:**

President Trump is significantly lowering the amount of financial and military aid the United States is providing to Ukraine. Do you agree or disagree with President Trump’s new policy towards Ukraine?

Unsure, Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree

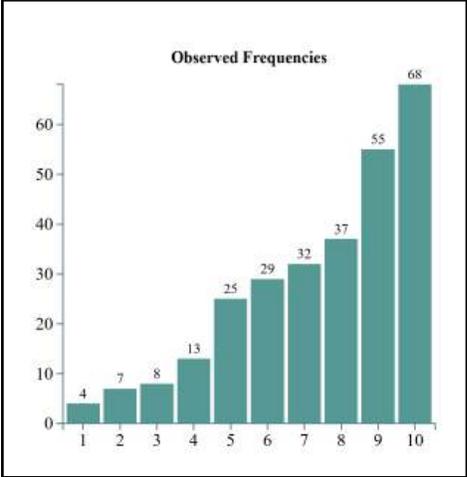
**Included fields:**

- hs\_trump\_ukraine\_policy\_support,
- hs\_trump\_ukraine\_policy\_oppose

**hs\_trump\_ukraine\_policy\_support**

**Dependent Variable:** Respondents who said 'strongly agree' vs. those who said 'somewhat disagree','strongly disagree'

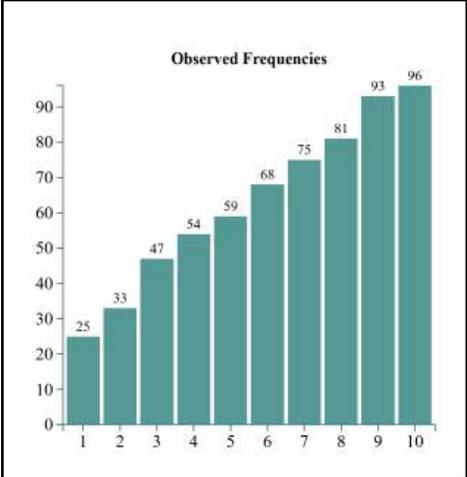
**Internal Haystaq Model Name:** trump\_ukraine\_policy\_strongly\_support\_2w  
FLAG: 20%



**hs\_trump\_ukraine\_policy\_oppose**

**Dependent Variable:** Respondents who said 'strongly disagree','somewhat disagree' vs. those who said 'strongly agree','somewhat agree','unsure'

**Internal Haystaq Model Name:** trump\_ukraine\_policy\_oppose\_aw  
FLAG: 20%



# Unions

**Source question:**

Do you believe labor unions are mostly beneficial or mostly harmful?  
 Mostly Beneficial, Mostly Harmful, Unsure

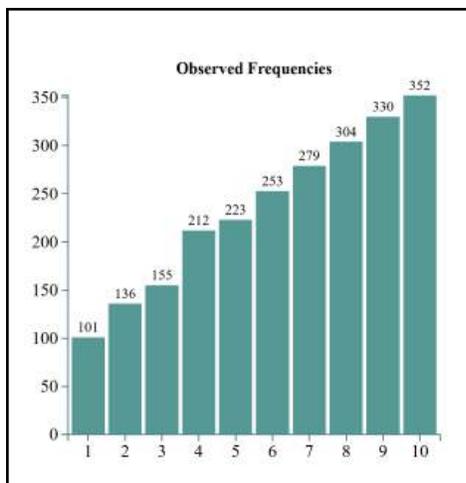
**Included fields:**

- hs\_attitude\_towards\_unions\_beneficial,
- hs\_attitude\_towards\_unions\_not\_beneficial

**hs\_attitude\_towards\_unions\_beneficial**

**Dependent Variable:** Respondents who said 'mostly beneficial' vs. those who said 'mostly harmful' or 'unsure'

**Internal Haystaq Model Name:** unions\_beneficial\_aw  
 Positive\_FLAG: 25%

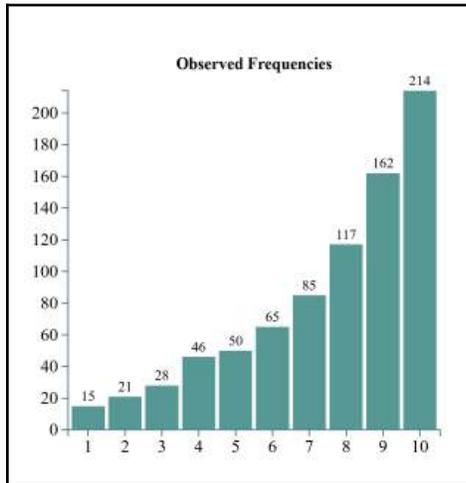


**hs\_attitude\_towards\_unions\_not\_beneficial**

**Dependent Variable:** Respondents who said 'mostly harmful' vs. those who said 'mostly beneficial', 'unsure'

**Internal Haystaq Model Name:** unions\_harmful\_aw

Negative\_FLAG: 15%



## United Healthcare

### Source question:

In December of 2024 CEO Brian Thompson was shot and killed in Manhattan. To what extent do United Healthcare’s policies and denial of medical claims deserve blame for this death? Unsure, Great Deal of Blame, Some Blame, Not Responsible for this death

### Included fields:

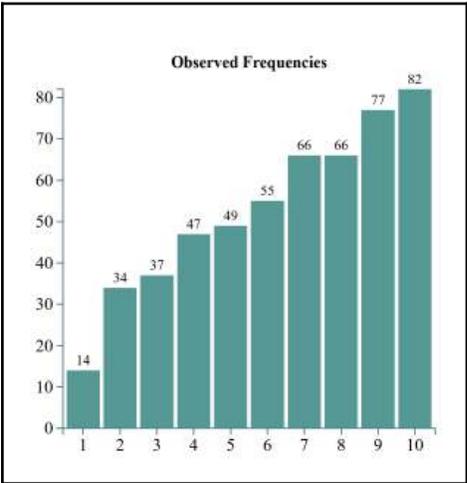
hs\_united\_healthcare\_at\_fault,  
 hs\_united\_healthcare\_no\_fault,

### hs\_united\_healthcare\_at\_fault

**Dependent Variable:** Respondents who said 'great deal of blame' vs. those who said 'not responsible','unsure'

**Internal Haystaq Model Name:** luigi\_mangione\_united\_much\_blame\_aw2

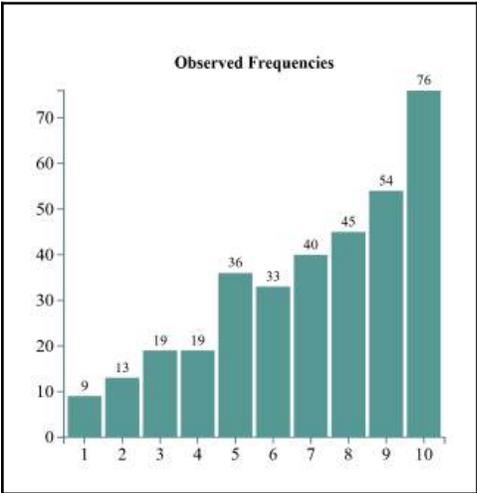
Positive\_FLAG: 20%



**hs\_united\_healthcare\_no\_fault**

**Dependent Variable:** Respondents who said 'not responsible' vs. those who said 'unsure', 'great deal of blame', 'some blame'

**Internal Haystaq Model Name:** luigi\_mangione\_united\_not\_responsible\_aw  
Negative\_FLAG: 10%



# Vaping

**Source question:**

Do you use vaping products?  
No, Yes

**Included fields:**

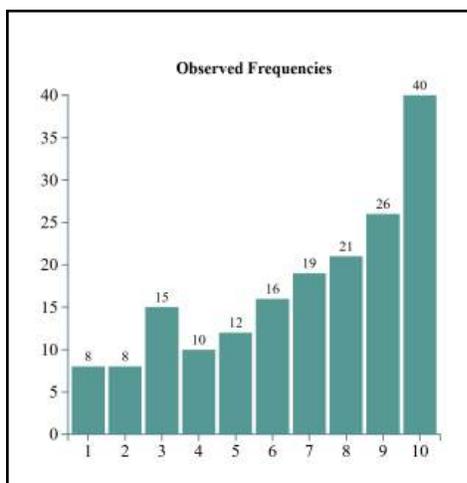
hs\_vaping\_user\_yes,  
hs\_vaping\_user\_no

**hs\_vaping\_user\_yes**

**Dependent Variable:** Respondents who said 'yes' vs. those who said 'no'

**Internal Haystaq Model Name:** vaping\_user\_yes\_2w\_CT

FLAG: % 10



**hs\_vaping\_user\_no**

**Dependent Variable:** Respondents who said 'no' vs. 'yes'

**Internal Haystaq Model Name:** The inverse of vaping yes

FLAG: 20%

# View of Opposition

**Source question:**

How do you view people who voted for a different presidential candidate this last election?  
 Unsure or Did Not Vote, We just happen to disagree, They are misinformed, Their views are dangerous

**Included fields:**

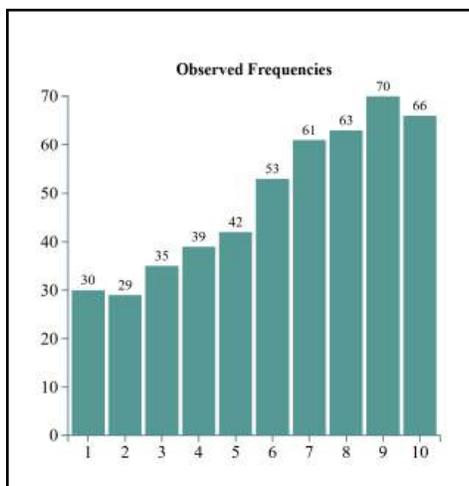
- hs\_view\_of\_opposition\_just\_disagree,
- hs\_view\_of\_opposition\_misinformed,
- hs\_view\_of\_opposition\_dangerous

**hs\_view\_of\_opposition\_just\_disagree**

**Dependent Variable:** Respondents who said 'happen to disagree' vs those who said 'dangerous'

**Internal Haystaq Model Name:** view\_of\_opposition\_just\_disagree\_2w

FLAG: 20%

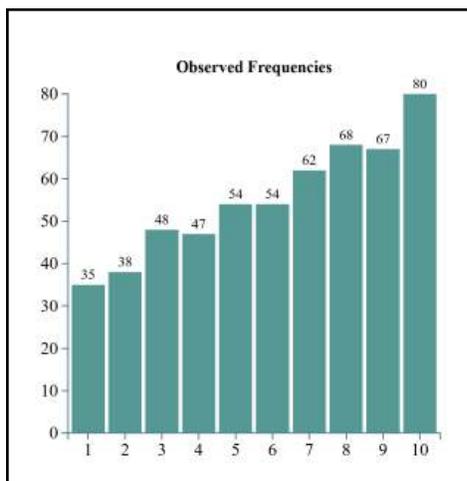


**hs\_view\_of\_opposition\_misinformed**

**Dependent Variable:** Respondents who said 'misinformed' vs those who said 'unsure','happen to disagree'

**Internal Haystaq Model Name:** view\_of\_opposition\_misinformed\_aw2

FLAG: 10%

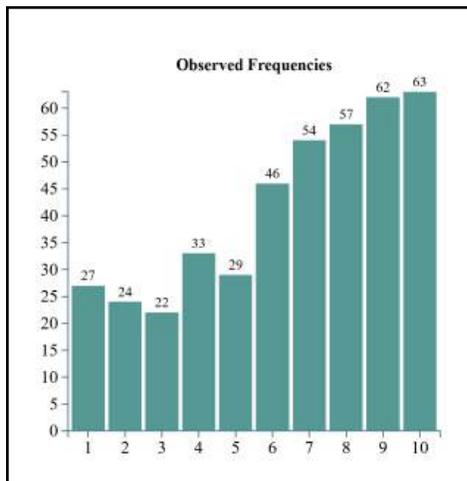


**hs\_view\_of\_opposition\_dangerous**

**Dependent Variable:** Respondents who said 'dangerous' vs those who said 'unsure','happen to disagree'

**Internal Haystaq Model Name:** view\_of\_opposition\_dangerous\_aw2

FLAG: 20%



## Violent Crime Anxiety

**Source question:**

How much do you worry about violent crime affecting you or your family? Are you very worried, somewhat worried, not very worried or not at all worried about violent crime affecting you or your family?

Very Worried, Somewhat Worried, Not Very Worried, Not At all Worried

**Included fields:**

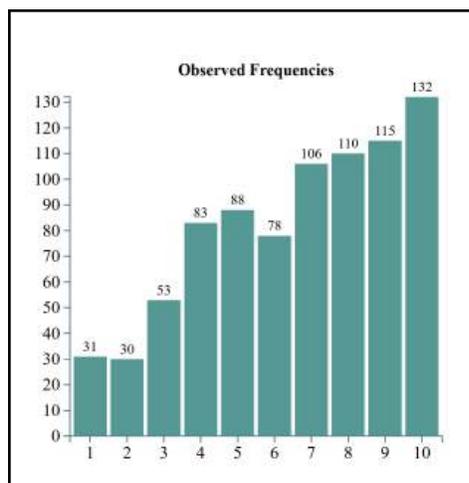
- hs\_violent\_crime\_very\_worried,
- hs\_violent\_crime\_not\_worried

**hs\_violent\_crime\_very\_worried**

**Dependent Variable:** Respondents who said 'very worried' vs. those who said 'not at all worried', 'not very worried'

**Internal Haystaq Model Name:** violent\_crime\_very\_worried\_aw\_CT

FLAG: 20%

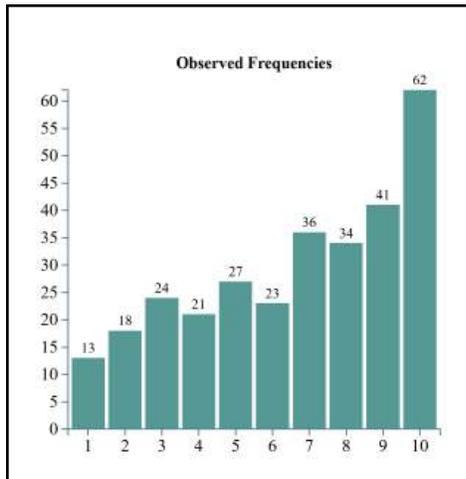


**hs\_violent\_crime\_not\_worried**

**Dependent Variable:** Respondents who said 'not at all worried' vs. those who said, 'very worried', 'somewhat worried'

**Internal Haystaq Model Name:** violent\_crime\_not\_at\_all\_worried\_aw

FLAG: 10%



## Voting Fraud

**Source question:**

Which is the greater concern for you around voting - that there are too many people fraudulently casting votes or that there are barriers that make it difficult for people to vote?

Voter Fraud, Voter suppression, Unsure

**Included fields:**

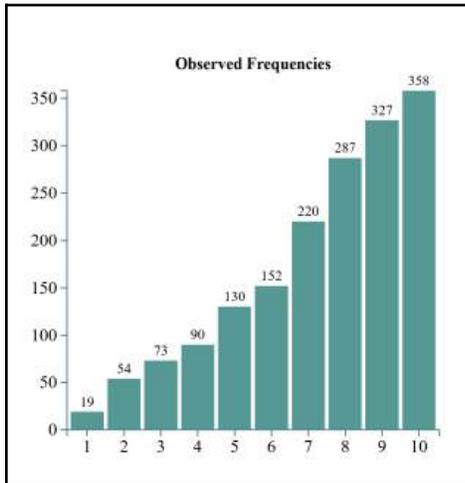
- hs\_voting\_fraud\_concern\_fraud,
- hs\_voting\_fraud\_concern\_barriers

**hs\_voting\_fraud\_concern\_fraud**

**Dependent Variable:** Respondents who said 'voter fraud' vs. 'voter suppression', 'unsure'

**Internal Haystaq Model Name:** voting\_fraud\_concerned\_aw

FLAG: 25%

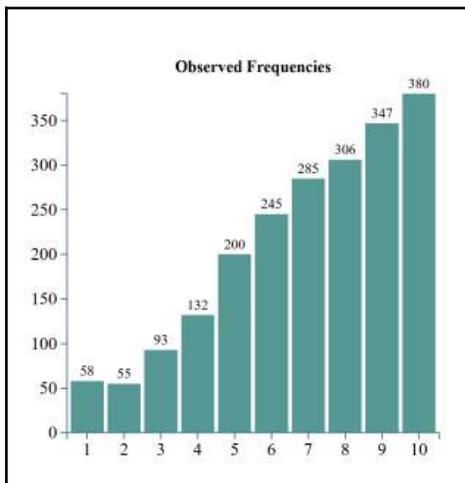


**hs\_voting\_fraud\_concern\_barriers**

**Dependent Variable:** Respondents who said 'voter suppression' vs.'voter fraud,'unsure'

**Internal Haystaq Model Name:** voting\_fraud\_barriers\_2w

FLAG: 20%



# Wealth Acquisition

**Source question:**

Do you think that most people in the top 1% acquired their wealth because they worked hard or because of advantages they were handed? Hard Work, Advantages, Unsure

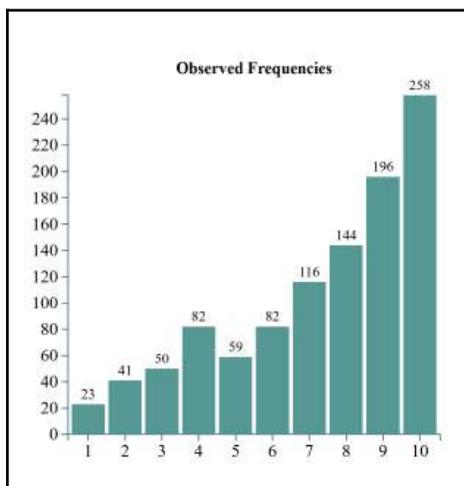
**Included fields:**

- hs\_wealth\_acquired\_hardwork,
- hs\_wealth\_acquired\_through\_advantages

## hs\_wealth\_acquired\_hardwork

**Dependent Variable:** Respondents who said 'hard work' vs. those who said 'advantages'

**Internal Haystaq Model Name:** wealth\_acquired\_through\_hardwork\_2w  
 FLAG: 20%



## hs\_wealth\_acquired\_advantages

**Dependent Variable:** Respondents who said 'advantages' vs. those who said 'hard work', 'unsure'

Internal Haystaq Model Name: wealth\_acquired\_through\_advantages\_aw  
FLAG: 20%

