

# L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

The L2 HaystaqDNA preference models offer a quick and easy way for users to identify voters based on their likely feelings towards issues or candidates, as well as those who are likely to exhibit specific behaviors. The 150+ models include hot-button issues of the day to topics that have been central to American democracy for decades. These models are presented as scores ranging from 0 to 100, along with flags to quickly identify those most likely to support, oppose, or behave in a certain manner.

The data are available in L2 DataMapping and across numerous digital platforms and integrations. Find out more by emailing [info@L2-data.com](mailto:info@L2-data.com).

## HaystaqDNA Issue/Behavioral Models

### Behavior

- Activism
- Ballot Drop Off
- Candidate Mail Readership
- Charitable Giving Type
- Church Attendance
- Email Responsiveness
- Live Call Responsiveness
- Texting Responsiveness
- Most Important Policy Item
- Political Contributions
- Religiosity
- Ticket Splitters
- Ticket Splitters D/R
- Vaping User

### Candidates & Officials

- Age Limits
- Age Limits DEM
- Alexandria Ocasio-Cortez (AOC) Approval
- Bernie Sanders Approval
- Pete Buttigieg Approval
- Elon Musk Approval
- Female Candidates Approval
- JD Vance Approval
- Mike Johnson Approval
- Minority Candidates Preference
- Nikki Haley Approval
- RFK Jr Approval
- Ro Khanna Approval
- Trump Approval
- Kamala Harris Approval
- Gavin Newsom Approval

### Consumer Focus

- Savings Versus Environment
- Electric Vehicle Buyer
- Home Buyer
- New Home Buyer
- Rideshare User
- Solar Panel Buyer
- TV Viewership / Cord Cutter

### Economy

- Affordable Housing
- Amazon Worker Treatment
- Attitude Towards Unions
- Capitalism
- Crypto Buyer
- Cryptocurrency Regulation
- Economic Anxiety
- Economic Despondency
- Gentrification
- Gig Worker Benefits
- Gig Worker History
- Gig Worker Seeking Job
- Income Inequality
- Inflation Fault
- Infrastructure Funding
- Job Seeker
- Jobs Guarantee
- Minimum Wage of \$15
- Tariffs

### Political Activism & Strife

- Artificial Intelligence
- Autonomous Vehicles Regulation
- Conspiracy Theory Belief

- Critical Race Theory in Books
- Department Of Government Efficiency (DOGE)
- Diversity, Equity & Inclusion (DEI)
- Insurance of Last Resort
- January 6th Pardons
- Mass Deportations
- Perceptions of How Wealth is Acquired
- Role of Race in College Admissions
- Same-Sex Marriage
- Transgender Athletes
- Trust in Police
- Trust in Science
- United Healthcare CEO Murder
- View of Political Opposition
- Violent Crime

## **Role Of Government**

- Casinos
- Civil Liberties
- Death Penalty
- Disclosures About UFOs
- Regulations In General
- Gun Control
- Marijuana Legalization
- Online Gaming
- Public Transit Funding
- Sale Of Federal Lands
- Social Security Tax Increase
- Stadium Public Financing
- State Level FEMA Funding

## **Education**

- Charter Schools
- Free Community College
- School Choice
- School Spending
- Teachers Unions

## **Energy & Environment**

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

## **Healthcare**

- Abortion
- Affordable Care Act (Obamacare)
- Medicaid Expansion
- Medicare For All
- Opioid Crisis Response
- Universal Family Medical Leave
- General Pro-Vax

## **Ideology/Partisanship**

- Democratic Partisanship - Progressive vs. Moderate
- Ideology - Fiscal
- Ideology - General
- Ideology - Social
- Third Party Support
- Partisanship Overall
- Republican Partisanship - Establishment vs. Firebrand
- Tribalism

## **Turnout**

- Democratic Primary Election Participation
- Likely Early Voter
- Likely Midterm Voter
- Likely Presidential Voter
- Likely Presidential Vote and Likely Early Voter
- Likely Presidential Voter and Likely Vote by Mail
- Likely Presidential Voter and Unlikely Early Voter
- Likely Presidential Voter and Unlikely Vote by Mail
- Likely Vote by Mail
- Unlikely Presidential Voter and Likely Vote by Mail

## **Media**

- Podcast Listener
- Social Media Regulations
- Social Media User
- TV News Source (Fox/CNN/MS)

## **Military/International/Borders**

- U.S./China Foreign Policy
- Defense Spending
- Israeli Military Actions
- Israeli Military Actions Partisan Breakout
- Mexican Border Wall
- Military Family Relationship
- Views on Immigration
- Ukraine Policy

## **Trump Specific**

- Trump vs Harris
- Trump Support

## **Voting & Courts**

- Felon Voting
- Ranked Choice Voting
- Redistricting Led by Legislature or Independent
- Voter Fraud