



L2

**BETTER DATA
BETTER DECISIONS**

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

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

HaystaqDNA Issue/Behavioral Models

COVID

- Covid Future Vaccines and Boosters
- Covid Lab Leak Fault
- Covid Mask Wearer
- Covid Precautions
- Covid Required Vaccinations
- Covid Restrictions
- Covid Telemedicine
- Covid Vaccine Concern
- General Anti-Vax

Behavior

- Activist
- Ballot Dropoff
- Charitable Giving
- Church Attendance
- Mail Readership
- Religion
- Responsive to Calls
- Responsive to Text
- Ticket Splitter
- Work from Home

Candidates & Officials

- AOC Approval
- Bernie Sanders
- Female Candidates
- Kamala Harris
- Minority Candidates
- President Biden

Economy

- \$15 Minimum Wage
- Affordable Housing
- Amazon Worker Treatment
- Build Back Better
- Cancel Student Debt
- Capitalism
- Crypto Restrictions
- Economic Anxiety
- Gentrification
- Gig vs. Full Time Support
- Gig Worker
- Income Inequality Inflation
- Fault Infrastructure
- Spending

Jobs Guarantee

- Monopoly Breakup
- Social Security Tax Increase
- Tax Cut Support
- Tobacco Tax
- Trust CEOs
- Unions
- Universal Basic Income
- Wealth Earned vs. Inherited

Education

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

Environment

- Climate Change
- Pipelines
- Gas Tax
- Green New Deal

Healthcare

- Abortion
- Drug Price Limits
- Family Medical Leave
- Medicaid Expansion
- Medicare For All
- Obamacare
- Opioid Crisis
- Roe Presidential Action

Consumer Focus

- Consumer Value vs. Environment
- Movie Theaters
- Ride Share User
- TV Viewer

Ideology Partisanship

- Third Party Support
- Dem Type- Progressive vs. Moderate
- GOP Type- Establishment vs. Firebrand

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

Ideology Partisanship

Ideology - Fiscal
Ideology - General
Ideology - Social
Partisanship Primary Party
Tribalism

Media

Social Media User
TV News Source
TV Viewing

Military/ International/ Borders

Biden Foreign Policy
Defense Spending
ICE
Mexican Wall
Military Family Relationship
Ukraine
View Immigration

Political Activism & Strife

Black Lives Matter
Critical Race Theory
Drug Price Limits

January 6th

Political Donations
QAnon
Right Wing Militias
Same Sex Marriage
Trans Athletes
Trust Gov
Trust Science
Truth vs Free Speech
Violent Crime

Role of Government

Casinos
Civil Liberties
Death Penalty
Gun Control Marijuana
Legalization New State
Support Online Gaming
Public Transit Funding

Turnout (Midterm & Presidential)

Likely Turnout
Likely Early Voter
Likely Election Day
Voter Likely Abs/VBM

Trump Specific

Trump 2024
Trump 2024 DEM
Trump 2024 GOP
Trump vs. Biden
Trump Voter Fraud Claim

Voting & Courts

DC Statehood
Early Vote
Electoral College
Felons Voting
Puerto Rico Statehood
Rank Choice Voting Redistricting
Supreme Court as Voting
Issue
Supreme Court DEM
Supreme Court GOP
Vote By Mail
Voting Fraud