L2
BETTER DATA
BETTER DECISIONS

L2 MODELED DATA GUIDE | 2026

HaystaqDNA · Causeway · PharosGraph

L2's comprehensive voter data goes a step further with models from our partners HaystaqDNA, Causeway and PharosGraph—all brought together in one guide, organized by topic with clear descriptions and LiveRamp field names for easy reference for digital activation.

781	328	75	378
MODELS	HAYSTAQDNA	CAUSEWAY	PHAROSGRAPH

Model 01
The audience's descriptive name, grouped by topic within each partner section.

Description 02
What the model measures and the audience it represents.

LiveRamp Field Name & Values 03
The corresponding field name in LiveRamp, with available values listed where applicable. Reference these names when requesting audiences.

HAYSTAQDNA

328 MODELS

HaystaqDNA specializes in predictive modeling, combining national survey responses with voter, demographic and consumer data to estimate voters' likely views and behaviors. Its models cover political ideology, policy positions, candidate preferences and more, with each model tested against a separate sample to validate its predictive strength.

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
PARTISANSHIP & IDEOLOGY 39 models		
Democrat Type: Moderate	Democratic voters who align more with moderate Democrats than progressive Democrats.	L2_VOTER_HAYSTAQ_DEMOCRATIC_PARTISANSHIP_PROGRESSIVE_VS_MODERATE_MODERATE
Democrat Type: Progressive	Democratic voters who align more with progressive Democrats than moderate Democrats.	L2_VOTER_HAYSTAQ_DEMOCRATIC_PARTISANSHIP_PROGRESSIVE_VS_MODERATE_PROGRESSIVE
Democratic Primary Voter	Voters who typically vote in Democratic primaries.	L2_VOTER_HAYSTAQ_IDEOLOGY_PRIMARY_ELECTION_DEM_PRIM_VOTER
Fiscal: Conservative	Voters who identify as fiscally conservative.	L2_VOTER_HAYSTAQ_IDEOLOGY_FISCAL_CONSERVATIVE
Fiscal: Liberal	Voters who identify as fiscally liberal.	L2_VOTER_HAYSTAQ_IDEOLOGY_FISCAL_LIBERAL
Fiscal: Moderate	Voters who identify as fiscally moderate.	L2_VOTER_HAYSTAQ_IDEOLOGY_FISCAL_MODERATE
Ideology: Conservative	Voters who identify as politically conservative.	L2_VOTER_HAYSTAQ_IDEOLOGY_GENERAL_CONSERVATIVE
Ideology: Liberal	Voters who identify as politically liberal.	L2_VOTER_HAYSTAQ_IDEOLOGY_GENERAL_LIBERAL
Ideology: Moderate	Voters who identify as politically moderate.	L2_VOTER_HAYSTAQ_IDEOLOGY_GENERAL_MODERATE
Moderate Third Party: Oppose	Voters who oppose a moderate third party.	L2_VOTER_HAYSTAQ_PARTISANSHIP_MODERATE_THIRD_PARTY_OPPOSE
Moderate Third Party: Support	Voters who support a moderate third party.	L2_VOTER_HAYSTAQ_PARTISANSHIP_MODERATE_THIRD_PARTY_SUPPORT
Partisanship: Democrat	Voters who generally vote Democratic.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_DEM
Partisanship: Independent / Third Party	Voters who usually vote for a third party or identify as politically independent.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_INDEP
Partisanship: Republican	Voters who generally vote Republican.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_GOP
Partisanship: Strong Democrat	Voters who always vote Democratic.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_DEM_STRONG

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Partisanship: Strong Republican	Voters who always vote Republican.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_GOP_STRONG
Partisanship: Weak Democrat	Voters who mostly vote Democratic.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_DEM_WEAK
Partisanship: Weak Republican	Voters who mostly vote Republican.	L2_VOTER_HAYSTAQ_IDEOLOGY_PARTISANSHIP_PARTISANSHIP_OVERALL_PARTY_GOP_WEAK
Party Leadership: Approve of Both	Voters who approve of the leadership of both the Democratic and Republican parties.	L2_VOTER_HAYSTAQ_PARTY_LEADERSHIP_ALL_APPROVE
Party Leadership: Disapprove of Both	Voters who disapprove of the leadership of both the Democratic and Republican parties.	L2_VOTER_HAYSTAQ_PARTY_LEADERSHIP_ALL_DISAPPROVE
Political Activists	Voters who have attended a political meeting, rally, or protest, or volunteered for a political campaign in the last two years.	L2_VOTER_HAYSTAQ_ACTIVISM
Political Donor: Likely	Voters who are likely to donate to a political campaign in the coming year.	L2_VOTER_HAYSTAQ_POLITICAL_DONATIONS_LIKELY
Political Donor: Unlikely	Voters who are unlikely to donate to a political campaign in the coming year.	L2_VOTER_HAYSTAQ_POLITICAL_DONATIONS_UNLIKELY
Political Trolling: Entertaining	Voters who find political trolling to be entertaining.	L2_VOTER_HAYSTAQ_POLITICAL_TROLL_ENTERTAINING
Political Trolling: Negative	Voters who view political trolling negatively.	L2_VOTER_HAYSTAQ_POLITICAL_TROLL_NEGATIVE
Republican Primary Voter	Voters who typically vote in Republican primaries.	L2_VOTER_HAYSTAQ_IDEOLOGY_PRIMARY_ELECTION_GOP_PRIM_VOTER
Republican Type: Establishment	Republican voters who align more with establishment or moderate Republicans than firebrand Republicans.	L2_VOTER_HAYSTAQ_REPUBLICAN_PARTISANSHIP_ESTABLISHMENT_VS_FIREBRAND_MODERATE
Republican Type: Firebrand	Republican voters who align more with firebrand Republicans than establishment Republicans.	L2_VOTER_HAYSTAQ_REPUBLICAN_PARTISANSHIP_ESTABLISHMENT_VS_FIREBRAND_FIREBRAND
Social: Conservative	Voters who identify as socially conservative.	L2_VOTER_HAYSTAQ_IDEOLOGY_SOCIAL_CONSERVATIVE
Social: Liberal	Voters who identify as socially liberal.	L2_VOTER_HAYSTAQ_IDEOLOGY_SOCIAL_LIBERAL
Social: Moderate	Voters who identify as socially moderate.	L2_VOTER_HAYSTAQ_IDEOLOGY_SOCIAL_MODERATE
Top Priority: Economy	Voters who prioritize economic policy when choosing a candidate.	L2_VOTER_HAYSTAQ_MOST_IMPORTANT_POLICY_ITEM_ECONOMICS
Top Priority: Environment	Voters who prioritize environmental policy when choosing a candidate.	L2_VOTER_HAYSTAQ_MOST_IMPORTANT_POLICY_ITEM_ENVIRONMENT
Top Priority: Helping People	Voters who prioritize policies focused on helping people when choosing a candidate.	L2_VOTER_HAYSTAQ_MOST_IMPORTANT_POLICY_ITEM_HELP_PEOPLE
Top Priority: Keeping People Safe	Voters who prioritize policies they believe will keep people safe when choosing a candidate.	L2_VOTER_HAYSTAQ_MOST_IMPORTANT_POLICY_KEEP_SAFE
Top Priority: Religious Values	Voters who prioritize religious values when choosing a candidate.	L2_VOTER_HAYSTAQ_MOST_IMPORTANT_POLICY_ITEM_RELIGIOUS_VALUES
View of Opposition: Dangerous	Voters who view individuals who voted for a different presidential candidate as dangerous.	L2_VOTER_HAYSTAQ_VIEW_OF_OPPOSITION_DANGEROUS
View of Opposition: Just Disagree	Voters who view individuals who voted for a different presidential candidate as just disagreeing.	L2_VOTER_HAYSTAQ_VIEW_OF_OPPOSITION_JUST_DISAGREE
View of Opposition: Misinformed	Voters who view individuals who voted for a different presidential candidate as misinformed.	L2_VOTER_HAYSTAQ_VIEW_OF_OPPOSITION_MISINFORMED
TURNOUT, VOTE METHOD & OUTREACH 17 models		
Ballot: Fills Entire Ballot	Voters who usually fill out their entire ballot.	L2_VOTER_HAYSTAQ_DROPOFF_FILL_ENTIRE_BALLOT
Ballot: Top of Ticket Only	Voters who usually vote only in top-of-the-ballot races and skip the rest.	L2_VOTER_HAYSTAQ_DROPOFF_FILL_ONLY_TOP
Candidate Mail: Does Not Read	Voters who do not read candidate mail.	L2_VOTER_HAYSTAQ_CANDIDATE_MAIL_READERSHIP_DO_NOT_READ
Candidate Mail: Reads Carefully	Voters who read candidate mail carefully.	L2_VOTER_HAYSTAQ_CANDIDATE_MAIL_READERSHIP_READ_CAREFULLY
Likely Early In-Person Voter	Voters who are likely to vote early in person.	L2_VOTER_HAYSTAQ_LIKELY_EV

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Likely Midterm Voter	Voters who are likely to vote in midterm elections.	L2_VOTER_HAYSTAQ_LIKELY_MID_TERM_VOTER
Likely Presidential Voter	Voters who are likely to vote in presidential elections.	L2_VOTER_HAYSTAQ_LIKELY_PRESIDENTIAL_VOTER
Likely Vote-by-Mail Voter	Voters who are likely to vote by mail.	L2_VOTER_HAYSTAQ_LIKELY_VBM
Responsive to Email	Voters who are likely to respond to outreach by email.	L2_VOTER_HAYSTAQ_RESPONSIVENESS_EMAIL
Responsive to Live Calls	Voters who are likely to respond to outreach by live calling.	L2_VOTER_HAYSTAQ_RESPONSIVENESS_LIVE
Responsive to Text (SMS)	Voters who are likely to respond to outreach by text message.	L2_VOTER_HAYSTAQ_RESPONSIVENESS_SMS
Ticket Splitting: Democrats (No)	Democratic voters who say they would not vote for a Republican for any office.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_DEM_NO
Ticket Splitting: Democrats (Yes)	Democratic voters who say they would or have voted for a Republican for office.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_DEM_YES
Ticket Splitting: No	Voters who say they do not split their ticket across parties.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_NO
Ticket Splitting: Republicans (No)	Republican voters who say they would not vote for a Democrat for any office.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_GOP_NO
Ticket Splitting: Republicans (Yes)	Republican voters who say they would or have voted for a Democrat for office.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_GOP_YES
Ticket Splitting: Yes	Voters who say they sometimes vote for candidates from both parties.	L2_VOTER_HAYSTAQ_TICKET_SPLITTING_YES
CANDIDATES, APPROVAL & HORSERACE 61 models		
2028 Dem Primary: AOC	Voters who would support Alexandria Ocasio-Cortez as the 2028 Democratic presidential candidate.	L2_VOTER_HAYSTAQ_DEM_HORSERACE_2028_AOC
2028 Dem Primary: Harris	Voters who would support Kamala Harris as the 2028 Democratic presidential candidate.	L2_VOTER_HAYSTAQ_DEM_HORSERACE_2028_HARRIS
2028 Dem Primary: Newsom	Voters who would support Gavin Newsom as the 2028 Democratic presidential candidate.	L2_VOTER_HAYSTAQ_DEM_HORSERACE_2028_NEWSOM
2028 Dem Primary: Pritzker	Voters who would support J.B. Pritzker as the 2028 Democratic presidential candidate.	L2_VOTER_HAYSTAQ_DEM_HORSERACE_2028_PRITZKER
2028 Presidential: Support Democrat	Voters who would support the Democratic candidate in the 2028 presidential election.	L2_VOTER_HAYSTAQ_2028_HORSERACE_SUPPORT_DEM
2028 Presidential: Support Republican	Voters who would support the Republican candidate in the 2028 presidential election.	L2_VOTER_HAYSTAQ_2028_HORSERACE_SUPPORT_GOP
2028 Presidential: Undecided	Voters who are undecided about which candidate to support in the 2028 presidential election.	L2_VOTER_HAYSTAQ_2028_HORSERACE_SUPPORT_UNSURE
AOC: Approve	Voters who approve of Alexandria Ocasio-Cortez.	L2_VOTER_HAYSTAQ_AOC_APPROVAL
AOC: Approve (Democrats)	Likely Democrats who approve of Alexandria Ocasio-Cortez.	L2_VOTER_HAYSTAQ_AOC_DEM_APPROVAL
AOC: Disapprove	Voters who disapprove of Alexandria Ocasio-Cortez.	L2_VOTER_HAYSTAQ_AOC_DISAPPROVAL
AOC: Disapprove (Democrats)	Likely Democrats who disapprove of Alexandria Ocasio-Cortez.	L2_VOTER_HAYSTAQ_AOC_DEM_DISAPPROVAL
Bernie Sanders: Approve	Voters who approve of Senator Bernie Sanders.	L2_VOTER_HAYSTAQ_BERNIE_APPROVAL
Bernie Sanders: Approve (Democrats)	Likely Democrats who approve of Senator Bernie Sanders.	L2_VOTER_HAYSTAQ_BERNIE_APPROVAL_DEM
Bernie Sanders: Disapprove	Voters who disapprove of Senator Bernie Sanders.	L2_VOTER_HAYSTAQ_BERNIE_DISAPPROVAL
Bernie Sanders: Disapprove (Democrats)	Likely Democrats who disapprove of Senator Bernie Sanders.	L2_VOTER_HAYSTAQ_BERNIE_DISAPPROVAL_DEM
Donald Trump: Approve	Voters who approve of Donald Trump.	L2_VOTER_HAYSTAQ_TRUMP_APPROVAL

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Donald Trump: Approve (Republicans)	Likely Republicans who approve of Donald Trump.	L2_VOTER_HAYSTAQ_TRUMP_APPROVAL_GOP
Donald Trump: Disapprove	Voters who disapprove of Donald Trump.	L2_VOTER_HAYSTAQ_TRUMP_DISAPPROVAL
Donald Trump: Disapprove (Republicans)	Likely Republicans who disapprove of Donald Trump.	L2_VOTER_HAYSTAQ_TRUMP_DISAPPROVAL_GOP
Female Candidate: No Preference	Voters who do not prefer supporting a woman over an equally qualified man for political office.	L2_VOTER_HAYSTAQ_CANDIDATE_FEMALE_DO_NOT_PREFER
Female Candidate: Prefer	Voters who prefer supporting a woman over an equally qualified man for political office.	L2_VOTER_HAYSTAQ_CANDIDATE_FEMALE_PREFER
Gavin Newsom: Approve	Voters who approve of California Governor Gavin Newsom.	L2_VOTER_HAYSTAQ_NEWSOM_APPROVAL
Gavin Newsom: Approve (Democrats)	Likely Democrats who approve of California Governor Gavin Newsom.	L2_VOTER_HAYSTAQ_NEWSOM_APPROVAL_DEM
Gavin Newsom: Disapprove	Voters who disapprove of California Governor Gavin Newsom.	L2_VOTER_HAYSTAQ_NEWSOM_DISAPPROVAL
Gavin Newsom: Disapprove (Democrats)	Likely Democrats who disapprove of California Governor Gavin Newsom.	L2_VOTER_HAYSTAQ_NEWSOM_DISAPPROVAL_DEM
JD Vance: Approve	Voters who approve of Vice President JD Vance.	L2_VOTER_HAYSTAQ_JD_VANCE_APPROVAL
JD Vance: Approve (Republicans)	Likely Republicans who approve of Vice President JD Vance.	L2_VOTER_HAYSTAQ_JD_VANCE_APPROVAL_GOP
JD Vance: Disapprove	Voters who disapprove of Vice President JD Vance.	L2_VOTER_HAYSTAQ_JD_VANCE_DISAPPROVAL
JD Vance: Disapprove (Republicans)	Likely Republicans who disapprove of Vice President JD Vance.	L2_VOTER_HAYSTAQ_JD_VANCE_DISAPPROVAL_GOP
Kamala Harris: Approve	Voters who approve of Kamala Harris.	L2_VOTER_HAYSTAQ_HARRIS_APPROVAL
Kamala Harris: Approve (Democrats)	Likely Democrats who approve of Kamala Harris.	L2_VOTER_HAYSTAQ_HARRIS_APPROVAL_DEM
Kamala Harris: Disapprove	Voters who disapprove of Kamala Harris.	L2_VOTER_HAYSTAQ_HARRIS_DISAPPROVAL
Kamala Harris: Disapprove (Democrats)	Likely Democrats who disapprove of Kamala Harris.	L2_VOTER_HAYSTAQ_HARRIS_DISAPPROVAL_DEM
Marco Rubio: Approve	Voters who approve of Secretary of State Marco Rubio.	L2_VOTER_HAYSTAQ_RUBIO_APPROVAL
Marco Rubio: Approve (Republicans)	Likely Republicans who approve of Secretary of State Marco Rubio.	L2_VOTER_HAYSTAQ_RUBIO_APPROVAL_GOP
Marco Rubio: Disapprove	Voters who disapprove of Secretary of State Marco Rubio.	L2_VOTER_HAYSTAQ_RUBIO_DISAPPROVAL
Mike Johnson: Approve	Voters who approve of Republican House Speaker Mike Johnson.	L2_VOTER_HAYSTAQ_MIKE_JOHNSON_APPROVAL
Mike Johnson: Approve (Republicans)	Likely Republicans who approve of Republican House Speaker Mike Johnson.	L2_VOTER_HAYSTAQ_MIKE_JOHNSON_APPROVAL_GOP
Mike Johnson: Disapprove	Voters who disapprove of Republican House Speaker Mike Johnson.	L2_VOTER_HAYSTAQ_MIKE_JOHNSON_DISAPPROVAL
Mike Johnson: Disapprove (Republicans)	Likely Republicans who disapprove of Republican House Speaker Mike Johnson.	L2_VOTER_HAYSTAQ_MIKE_JOHNSON_DISAPPROVAL_GOP
Non-White Candidate: No Preference	Voters who do not prefer supporting a non-white candidate over an equally qualified white candidate.	L2_VOTER_HAYSTAQ_CANDIDATE_MINORITY_DO_NOT_PREFER
Non-White Candidate: Prefer	Voters who prefer supporting a non-white candidate over an equally qualified white candidate.	L2_VOTER_HAYSTAQ_CANDIDATE_MINORITY_PREFER
Pete Buttigieg: Approve	Voters who approve of Secretary of Transportation Pete Buttigieg.	L2_VOTER_HAYSTAQ_BUTTIGIEG_APPROVAL
Pete Buttigieg: Approve (Democrats)	Likely Democrats who approve of Secretary of Transportation Pete Buttigieg.	L2_VOTER_HAYSTAQ_BUTTIGIEG_APPROVAL_DEM

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Pete Buttigieg: Disapprove	Voters who disapprove of Secretary of Transportation Pete Buttigieg.	L2_VOTER_HAYSTAQ_BUTTIGIEG_DISAPPROVAL
Pete Buttigieg: Disapprove (Democrats)	Likely Democrats who disapprove of Secretary of Transportation Pete Buttigieg.	L2_VOTER_HAYSTAQ_BUTTIGIEG_DISAPPROVAL_DEM
RFK Jr.: Approve	Voters who approve of Robert F. Kennedy Jr.	L2_VOTER_HAYSTAQ_RFKJR_APPROVAL
RFK Jr.: Disapprove	Voters who disapprove of Robert F. Kennedy Jr.	L2_VOTER_HAYSTAQ_RFKJR_DISAPPROVAL
Ro Khanna: Approve	Voters who approve of Democratic Congressman Ro Khanna.	L2_VOTER_HAYSTAQ_RO_KHANNA_APPROVAL
Ro Khanna: Approve (Democrats)	Likely Democrats who approve of Democratic Congressman Ro Khanna.	L2_VOTER_HAYSTAQ_RO_KHANNA_APPROVAL_DEM
Ro Khanna: Disapprove	Voters who disapprove of Democratic Congressman Ro Khanna.	L2_VOTER_HAYSTAQ_RO_KHANNA_DISAPPROVAL
Trump Third Term: Oppose	Voters who oppose Donald Trump serving a third term as president.	L2_VOTER_HAYSTAQ_TRUMP_3RD_TERM_OPPOSE
Trump Third Term: Support	Voters who would support Donald Trump serving a third term as president.	L2_VOTER_HAYSTAQ_TRUMP_3RD_TERM_ANY_SUPPORT
Trump vs. Harris: Dislike Both	Voters who dislike both Donald Trump and Kamala Harris.	L2_VOTER_HAYSTAQ_TRUMP_VS_HARRIS_DOUBLE_DISLIKE
Trump vs. Harris: Favor Harris	Voters who favor Kamala Harris over Donald Trump.	L2_VOTER_HAYSTAQ_TRUMP_VS_HARRIS_FAVOR_HARRIS
Trump vs. Harris: Favor Other	Voters who would favor a candidate other than Donald Trump or Kamala Harris in a presidential matchup.	L2_VOTER_HAYSTAQ_TRUMP_VS_HARRIS_FAVOR_OTHER
Trump vs. Harris: Favor Trump	Voters who favor Donald Trump over Kamala Harris.	L2_VOTER_HAYSTAQ_TRUMP_VS_HARRIS_FAVOR_TRUMP
Zohran Mamdani: Approve	Voters who approve of Zohran Mamdani.	L2_VOTER_HAYSTAQ_MAMDANI_APPROVAL
Zohran Mamdani: Approve (Democrats)	Likely Democrats who approve of Zohran Mamdani.	L2_VOTER_HAYSTAQ_MAMDANI_APPROVAL_DEM
Zohran Mamdani: Disapprove	Voters who disapprove of Zohran Mamdani.	L2_VOTER_HAYSTAQ_MAMDANI_DISAPPROVAL
Zohran Mamdani: Disapprove (Democrats)	Likely Democrats who disapprove of Zohran Mamdani.	L2_VOTER_HAYSTAQ_MAMDANI_DISAPPROVAL_DEM
ECONOMY, JOBS & COST OF LIVING 44 models		
Affordability Changed Buying	Voters who say that affordability concerns have changed what they buy.	L2_VOTER_HAYSTAQ_AFFORDABILITY_CHANGED_WHAT_YOU_BUY_YES
Affordability Has Not Changed Buying	Voters who say that affordability concerns have not changed what they buy.	L2_VOTER_HAYSTAQ_AFFORDABILITY_CHANGED_WHAT_YOU_BUY_NO
Affordable Housing: Government Has a Role	Voters who believe government should play a role in making housing more affordable.	L2_VOTER_HAYSTAQ_AFFORDABLE_HOUSING_GOV_HAS_ROLE
Affordable Housing: No Government Role	Voters who believe government should not play a role in making housing more affordable.	L2_VOTER_HAYSTAQ_AFFORDABLE_HOUSING_GOV_NO_ROLE
AI Job Loss: Concerned	Voters who are concerned about losing their job due to artificial intelligence.	L2_VOTER_HAYSTAQ_CONCERNED_JOB_LOSS_DUE_TO_AI_YES
AI Job Loss: Not Concerned	Voters who are not concerned about losing their job due to artificial intelligence.	L2_VOTER_HAYSTAQ_CONCERNED_JOB_LOSS_DUE_TO_AI_NO
Amazon: Exploitative Employer	Voters who believe Amazon is exploitative toward its workers.	L2_VOTER_HAYSTAQ_AMAZON_EXPLOITATIVE
Amazon: Provides Good Jobs	Voters who believe Amazon provides good jobs.	L2_VOTER_HAYSTAQ_AMAZON_GOOD_JOBS
Capitalism: Fundamentally Flawed	Voters who believe the current capitalist economic system is fundamentally flawed or failing.	L2_VOTER_HAYSTAQ_CAPITALISM_BELIEVE_FLAWED
Capitalism: Fundamentally Sound	Voters who believe the current capitalist economic system is fundamentally sound.	L2_VOTER_HAYSTAQ_CAPITALISM_BELIEVE_SOUND

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Economic Anxiety: Not Worried	Voters who are not worried about their job security, retirement, or their children's economic prospects.	L2_VOTER_HAYSTAQ_ECON_ANXIETY_NOT_WORRIED
Economic Anxiety: Very Worried	Voters who are very worried about their job security, retirement, or their children's economic prospects.	L2_VOTER_HAYSTAQ_ECON_ANXIETY_VERY_WORRIED
Future Home Buyer	Voters who would like to buy a home in the coming years.	L2_VOTER_HAYSTAQ_ANY_HOME_BUYER
Gas Tax Increase: Oppose	Voters who oppose increased gas taxes to fund road repairs.	L2_VOTER_HAYSTAQ_GAS_TAX_OPPOSE
Gas Tax Increase: Support	Voters who support increased gas taxes to fund road repairs.	L2_VOTER_HAYSTAQ_GAS_TAX_SUPPORT
Gentrification: Oppose	Voters who oppose gentrification.	L2_VOTER_HAYSTAQ_GENTRIFICATION_OPPOSE
Gentrification: Support	Voters who support gentrification.	L2_VOTER_HAYSTAQ_GENTRIFICATION_SUPPORT
Gig Worker: Current	Voters who currently work for a gig-economy company.	L2_VOTER_HAYSTAQ_GIG_WORKER_NOW
Gig Worker: Ever	Voters who have worked for a gig-economy company at some point.	L2_VOTER_HAYSTAQ_GIG_WORKER_EVER
Gig Worker: Unlikely	Voters who are unlikely to work for a gig-economy company.	L2_VOTER_HAYSTAQ_GIG_WORKER_UNLIKELY
Gig Workers: Keep as Contractors	Voters who think gig-economy companies should be allowed to keep workers classified as independent contractors.	L2_VOTER_HAYSTAQ_GIG_WORK_KEEP_CONTRACTOR
Gig Workers: Make Employees	Voters who think gig-economy companies should treat workers as employees with benefits.	L2_VOTER_HAYSTAQ_GIG_WORK_MAKE_EMPLOYEES
Income Inequality: Not an Issue	Voters who do not see income inequality as a serious issue.	L2_VOTER_HAYSTAQ_INCOME_INEQUALITY_NO_ISSUE
Income Inequality: Serious	Voters who see income inequality as a serious issue.	L2_VOTER_HAYSTAQ_INCOME_INEQUALITY_SERIOUS
Inflation Blame: Biden Administration	Voters who blame inflation on the Biden Administration's.	L2_VOTER_HAYSTAQ_INFLATION_FAULT_BIDEN
Inflation Blame: Corporate America	Voters who blame inflation on Corporate America.	L2_VOTER_HAYSTAQ_INFLATION_FAULT_CORPORATE_AMERICA
Inflation Blame: External Events	Voters who blame inflation on External Events.	L2_VOTER_HAYSTAQ_INFLATION_FAULT_EXTERNAL_EVENTS
Inflation Blame: Trump Administration	Voters who blame inflation on the Trump Administration.	L2_VOTER_HAYSTAQ_INFLATION_FAULT_TRUMP
Job Seeker: Likely	Voters who are likely to look for a new job in the next six months.	L2_VOTER_HAYSTAQ_JOB_SEEKER_LIKELY
Job Seeker: Unlikely	Voters who are unlikely to look for a new job in the next six months.	L2_VOTER_HAYSTAQ_JOB_SEEKER_UNLIKELY
Life Stage: Ahead of Expectations	Voters who feel they are ahead of where they thought they would be at this stage of life.	L2_VOTER_HAYSTAQ_ECONOMIC_DESPONDENCY_AHEAD
Life Stage: Far Behind Expectations	Voters who feel far behind where they thought they would be at this stage of life.	L2_VOTER_HAYSTAQ_ECONOMIC_DESPONDENCY_FAR_BEHIND
Near-Term Home Buyer	Voters who are planning to buy a new home soon.	L2_VOTER_HAYSTAQ_NEW_HOME_BUYER
Not Currently Working	Voters who are not currently working.	L2_VOTER_HAYSTAQ_JOB_SEEKER_DOES_NOT_WORK
Regulations: Keep People Safe	Voters who believe regulations help keep consumers and employees safe.	L2_VOTER_HAYSTAQ_REGULATIONS_GOOD
Regulations: Too Harsh on Business	Voters who believe the U.S. regulatory environment is too harsh on businesses.	L2_VOTER_HAYSTAQ_REGULATIONS_TOO_HARSH
Stadium Public Financing: Approve	Voters who approve of the use of their local taxes to fund the building or enhancement of a professional sports stadium to attract or retain a team.	L2_VOTER_HAYSTAQ_STADIUM_PUBLIC_FINANCING_APPROVE

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Stadium Public Financing: Disapprove	Voters who disapprove of the use of their local taxes to fund the building or enhancement of a professional sports stadium to attract or retain a team.	L2_VOTER_HAYSTAQ_STADIUM_PUBLIC_FINANCING_DISAPPROVE
Tax Cuts: Oppose	Voters who oppose tax cuts.	L2_VOTER_HAYSTAQ_TAX_CUTS_OPPOSE
Tax Cuts: Support	Voters who support tax cuts.	L2_VOTER_HAYSTAQ_TAX_CUTS_SUPPORT
Trump Tariffs: Oppose	Voters who oppose the Trump administration's tariffs.	L2_VOTER_HAYSTAQ_TRUMP_TARIFFS_OPPOSE
Trump Tariffs: Support	Voters who support the Trump administration's tariffs.	L2_VOTER_HAYSTAQ_TRUMP_TARIFFS_SUPPORT
Unions: Beneficial	Voters who believe unions are beneficial.	L2_VOTER_HAYSTAQ_UNIONS_BENEFICIAL
Unions: Not Beneficial	Voters who believe unions are not beneficial.	L2_VOTER_HAYSTAQ_UNIONS_NOT_BENEFICIAL
HEALTHCARE & SOCIAL SAFETY NET 10 models		
ACA: Expand	Voters who believe the Affordable Care Act is beneficial but should go further.	L2_VOTER_HAYSTAQ_OBAMACARE_ACA_EXPAND
ACA: Protect	Voters who believe the Affordable Care Act should be protected as it is.	L2_VOTER_HAYSTAQ_OBAMACARE_ACA_PROTECT
ACA: Repeal or Reform	Voters who believe the Affordable Care Act goes too far and should be repealed or reformed.	L2_VOTER_HAYSTAQ_OBAMACARE_ACA_OPPOSE
Childhood Vaccines: Supportive	Voters who are generally supportive of childhood vaccination requirements.	L2_VOTER_HAYSTAQ_GENERAL_ANTI_VAX_PRO_VAX
Medicaid Expansion: Oppose	Voters who oppose Medicaid expansion in their state.	L2_VOTER_HAYSTAQ_MEDICAID_EXPANSION_OPPOSE
Medicaid Expansion: Support	Voters who support Medicaid expansion in their state.	L2_VOTER_HAYSTAQ_MEDICAID_EXPANSION_SUPPORT
Medicare for All: Oppose	Voters who oppose Medicare for All.	L2_VOTER_HAYSTAQ_MEDICARE_FOR_ALL_OPPOSE
Medicare for All: Support	Voters who support Medicare for All.	L2_VOTER_HAYSTAQ_MEDICARE_FOR_ALL_SUPPORT
SNAP: Not a Priority	Voters who do not consider protecting the Supplemental Nutrition Assistance Program (SNAP) a high priority.	L2_VOTER_HAYSTAQ_SNAP_NOT_IMPORTANT
SNAP: Protect From Cuts	Voters who support protecting the Supplemental Nutrition Assistance Program (SNAP) from cuts.	L2_VOTER_HAYSTAQ_SNAP_PROTECT
IMMIGRATION 8 models		
Border Wall: Oppose	Voters who oppose building a wall along the U.S.-Mexico border.	L2_VOTER_HAYSTAQ_MEXICAN_WALL_OPPOSE
Border Wall: Support	Voters who support building a wall along the U.S.-Mexico border.	L2_VOTER_HAYSTAQ_MEXICAN_WALL_SUPPORT
ICE Actions: Oppose	Voters who oppose the recent actions taken by Immigration and Customs Enforcement (ICE).	L2_VOTER_HAYSTAQ_ICE_ACTIONS_OPPOSE
ICE Actions: Support	Voters who support the recent actions taken by Immigration and Customs Enforcement (ICE).	L2_VOTER_HAYSTAQ_ICE_ACTIONS_SUPPORT
Immigration Process: Unfair	Voters who believe the U.S. immigration process is unfair.	L2_VOTER_HAYSTAQ_ILLEGAL_IMM_PROCESS_UNFAIR
Immigration: Undesirable	Voters who see immigration as undesirable.	L2_VOTER_HAYSTAQ_ILLEGAL_IMM_UNDESIRABLE
Mass Deportations: Oppose	Voters who oppose mass deportations of undocumented immigrants.	L2_VOTER_HAYSTAQ_MASS_DEPORTATIONS_OPPOSE
Mass Deportations: Support	Voters who support mass deportations of undocumented immigrants.	L2_VOTER_HAYSTAQ_MASS_DEPORTATIONS_SUPPORT
ENERGY & ENVIRONMENT 10 models		
Climate Change: Believer	Voters who believe there is solid evidence of human-caused climate change.	L2_VOTER_HAYSTAQ_CLIMATE_CHANGE_BELIEVER

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Climate Change: Non-Believer	Voters who do not believe there is solid evidence of human-caused climate change.	L2_VOTER_HAYSTAQ_CLIMATE_CHANGE_NONBELIEVER
EV Buyer: Likely	Voters who are likely to buy an electric vehicle.	L2_VOTER_HAYSTAQ_ELECTRIC_VEHICLE_LIKELY_BUYER
EV Buyer: Unlikely	Voters who are not likely to buy an electric vehicle.	L2_VOTER_HAYSTAQ_ELECTRIC_VEHICLE_NOT_LIKELY
Green New Deal: Oppose	Voters who oppose the Green New Deal.	L2_VOTER_HAYSTAQ_GREEN_NEW_DEAL_OPPOSE
Green New Deal: Support	Voters who support the Green New Deal.	L2_VOTER_HAYSTAQ_GREEN_NEW_DEAL_SUPPORT
Pipelines & Fracking: Oppose	Voters who oppose new fossil-fuel infrastructure, including fracking wells and oil and natural gas pipelines.	L2_VOTER_HAYSTAQ_PIPELINE_FRACKING_OPPOSE
Pipelines & Fracking: Support	Voters who support new fossil-fuel infrastructure, including fracking wells and oil and natural gas pipelines.	L2_VOTER_HAYSTAQ_PIPELINE_FRACKING_SUPPORT
Solar Buyer: Likely	Voters who are likely to purchase solar panels.	L2_VOTER_HAYSTAQ_SOLAR_PANEL_BUYER_YES
Solar Buyer: Unlikely	Voters who are not likely to purchase solar panels.	L2_VOTER_HAYSTAQ_SOLAR_PANEL_BUYER_NO
EDUCATION 12 models		
Charter Schools: Oppose	Voters who oppose charter schools.	L2_VOTER_HAYSTAQ_CHARTER_SCHOOLS_OPPOSE
Charter Schools: Support	Voters who support charter schools.	L2_VOTER_HAYSTAQ_CHARTER_SCHOOLS_SUPPORT
College Admissions: Consider Race	Voters who think colleges and universities should be allowed to consider race in admissions.	L2_VOTER_HAYSTAQ_COLLEGE_ADMISSIONS_CONSIDER_RACE
College Admissions: Do Not Consider Race	Voters who think colleges and universities should not consider race in admissions.	L2_VOTER_HAYSTAQ_COLLEGE_ADMISSIONS_DO_NOT_CONSIDER_RACE
School Choice: Oppose	Voters who oppose school choice.	L2_VOTER_HAYSTAQ_SCHOOL_CHOICE_OPPOSE
School Choice: Support	Voters who support school choice.	L2_VOTER_HAYSTAQ_SCHOOL_CHOICE_SUPPORT
School Funding: Increase	Voters who support increasing funding for public education even if taxes rise.	L2_VOTER_HAYSTAQ_SCHOOL_FUNDING_MORE
School Funding: Spend Better	Voters who believe schools should spend existing education funding better rather than receive more funding.	L2_VOTER_HAYSTAQ_SCHOOL_FUNDING_LESS
School Library Books: Do Not Remove	Voters who oppose removing books from public school libraries because of content related to race, sexuality, or criticism of U.S. history.	L2_VOTER_HAYSTAQ_CRITICAL_RACE_THEORY_BOOKS_DO_NOT_BAN
School Library Books: Remove	Voters who support removing books from public school libraries because of content related to race, sexuality, or criticism of U.S. history.	L2_VOTER_HAYSTAQ_CRITICAL_RACE_THEORY_BOOKS_BAN
Teachers Unions: Negative	Voters who believe teachers unions have a negative impact on schools.	L2_VOTER_HAYSTAQ_TEACHERS_UNION_NEGATIVE
Teachers Unions: Positive	Voters who believe teachers unions have a positive impact on schools.	L2_VOTER_HAYSTAQ_TEACHERS_UNION_POSITIVE
SOCIAL & CULTURAL ISSUES 35 models		
Abortion: Pro-Choice	Voters who identify as pro-choice on abortion.	L2_VOTER_HAYSTAQ_ABORTION_PRO_CHOICE
Abortion: Pro-Life	Voters who identify as pro-life on abortion.	L2_VOTER_HAYSTAQ_ABORTION_PRO_LIFE
Attends Religious Services Frequently	Voters who frequently attend church, synagogue, or mosque.	L2_VOTER_HAYSTAQ_ATTENDS_CHURCH_FREQUENTLY
Casino Gambling: Oppose	Voters who oppose casino gambling.	L2_VOTER_HAYSTAQ_CASINO_OPPOSE
Casino Gambling: Support	Voters who support casino gambling.	L2_VOTER_HAYSTAQ_CASINO_SUPPORT
Christian Values: Not Positive	Voters who do not view Christian values as a positive influence on society.	L2_VOTER_HAYSTAQ_CHRISTIAN_VALUES_NOT_POSITIVE
Christian Values: Positive	Voters who view Christian values as a positive influence on society.	L2_VOTER_HAYSTAQ_CHRISTIAN_VALUES_POSITIVE
Crypto Rules: Fewer Restrictions	Voters who want fewer restrictions on cryptocurrency.	L2_VOTER_HAYSTAQ_CRYPTO_REDUCE_RESTRICTIONS

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Crypto Rules: Keep or Loosen	Voters who want cryptocurrency laws left as they are or made less strict.	L2_VOTER_HAYSTAQ_CRYPTO_REDUCE_LEAVE_AS_IS
Crypto Rules: Stricter	Voters who want stricter laws and regulations on cryptocurrency.	L2_VOTER_HAYSTAQ_CRYPTO_INCREASE_RESTRICTIONS
Death Penalty: Oppose	Voters who oppose the death penalty.	L2_VOTER_HAYSTAQ_DEATH_PENALTY_OPPOSE
Death Penalty: Support	Voters who support the death penalty.	L2_VOTER_HAYSTAQ_DEATH_PENALTY_SUPPORT
DEI: Oppose	Voters who consider DEI programs to be a negative thing.	L2_VOTER_HAYSTAQ_DEI_OPPOSE
DEI: Support	Voters who consider DEI programs to be a positive thing.	L2_VOTER_HAYSTAQ_DEI_SUPPORT
Gun Control: Oppose	Voters who oppose gun control.	L2_VOTER_HAYSTAQ_GUN_CONTROL_OPPOSE
Gun Control: Support	Voters who support gun control.	L2_VOTER_HAYSTAQ_GUN_CONTROL_SUPPORT
Legal Marijuana: Oppose	Voters who oppose legal marijuana.	L2_VOTER_HAYSTAQ_MARIJUANA_LEGAL_OPPOSE
Legal Marijuana: Support	Voters who support legal marijuana.	L2_VOTER_HAYSTAQ_MARIJUANA_LEGAL_SUPPORT
Never Attends Religious Services	Voters who never attend church, synagogue, or mosque.	L2_VOTER_HAYSTAQ_ATTENDS_CHURCH_NEVER
Online Gambling: Legalize & Regulate	Voters who want online gambling to be legal and regulated.	L2_VOTER_HAYSTAQ_ONLINE_GAMBLING_MORE_LEGAL
Online Gambling: Restrict	Voters who want online gambling to be less legal or more restricted.	L2_VOTER_HAYSTAQ_ONLINE_GAMBLING_LESS_LEGAL
Religion: Important	Voters who say religion is important in their lives.	L2_VOTER_HAYSTAQ_RELIGION_IMPORTANT
Religion: Not Important	Voters who say religion is not important in their lives.	L2_VOTER_HAYSTAQ_RELIGION_NOT_IMPORTANT
Right-Wing Conspiracy: Not Receptive	Voters who are not receptive to right-wing conspiracy theories.	L2_VOTER_HAYSTAQ_RIGHT_WING_CONSPIRACY_NONBELIEVER
Right-Wing Conspiracy: Receptive	Voters who are receptive to right-wing conspiracy theories.	L2_VOTER_HAYSTAQ_RIGHT_WING_CONSPIRACY_BELIEVER
Same-Sex Marriage: Oppose	Voters who oppose same-sex marriage.	L2_VOTER_HAYSTAQ_SAME_SEX_MARRIAGE_OPPOSE
Same-Sex Marriage: Support	Voters who support same-sex marriage.	L2_VOTER_HAYSTAQ_SAME_SEX_MARRIAGE_SUPPORT
Traditional Gender Roles: Negative	Voters who view traditional gender roles negatively.	L2_VOTER_HAYSTAQ_TRADITIONAL_GENDER_ROLES_NEGATIVE
Traditional Gender Roles: Positive	Voters who view traditional gender roles positively.	L2_VOTER_HAYSTAQ_TRADITIONAL_GENDER_ROLES_POSITIVE
Trans Athletes in Women's Sports: Oppose	Voters who oppose allowing transgender athletes to compete in women's sports.	L2_VOTER_HAYSTAQ_TRANS_ATHLETE_NO
Trans Athletes in Women's Sports: Support	Voters who support allowing transgender athletes to compete in women's sports.	L2_VOTER_HAYSTAQ_TRANS_ATHLETE_YES
Trust Police: No	Voters who do not trust the police.	L2_VOTER_HAYSTAQ_POLICE_TRUST_NO
Trust Police: Yes	Voters who trust the police.	L2_VOTER_HAYSTAQ_POLICE_TRUST_YES
Violent Crime: Not Worried	Voters who are not worried about violent crime affecting them or their family.	L2_VOTER_HAYSTAQ_VIOLENT_CRIME_NOT_WORRIED
Violent Crime: Worried	Voters who are worried about violent crime in their community.	L2_VOTER_HAYSTAQ_VIOLENT_CRIME_WORRIED
GOVERNMENT, DEMOCRACY & FOREIGN POLICY 45 models		
2025 Shutdown: Blame Congressional Democrats	Voters who blame congressional Democrats for the 2025 government shutdown.	L2_VOTER_HAYSTAQ_2025_GOVERNMENT_SHUTDOWN_FAULT_DEMS
2025 Shutdown: Blame Congressional Republicans	Voters who blame Republican members of Congress for the 2025 government shutdown.	L2_VOTER_HAYSTAQ_2025_GOVERNMENT_SHUTDOWN_FAULT_GOP_CONGRESS
2025 Shutdown: Blame President Trump	Voters who blame President Trump for the 2025 government shutdown.	L2_VOTER_HAYSTAQ_2025_GOVERNMENT_SHUTDOWN_FAULT_TRUMP

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Age Limit for Officials: Oppose	Voters who oppose a maximum age of 75 for federally elected officials.	L2_VOTER_HAYSTAQ_AGE_LIMIT_OPPOSE
Age Limit for Officials: Oppose (Democrats)	Likely Democrats who oppose a maximum age of 75 for federally elected officials.	L2_VOTER_HAYSTAQ_AGE_LIMIT_OPPOSE_DEM
Age Limit for Officials: Support	Voters who support a maximum age of 75 for federally elected officials.	L2_VOTER_HAYSTAQ_AGE_LIMIT_SUPPORT
Age Limit for Officials: Support (Democrats)	Likely Democrats who support a maximum age of 75 for federally elected officials.	L2_VOTER_HAYSTAQ_AGE_LIMIT_SUPPORT_DEM
Campaign Finance Reform: High Priority	Voters who consider campaign finance reform a high priority.	L2_VOTER_HAYSTAQ_CAMPAIGN_FINANCE_REFORM_HIGH_PRIORITY
Campaign Finance Reform: Low Priority	Voters who do not consider campaign finance reform a high priority.	L2_VOTER_HAYSTAQ_CAMPAIGN_FINANCE_REFORM_LESS_IMPORTANT
China Policy: Adversarial	Voters who see China as an economic and military threat that requires a hardline approach.	L2_VOTER_HAYSTAQ_CHINA_FOREIGN_POLICY_ADVESARIAL
China Policy: Work With China	Voters who see China as an important trade partner and want to find ways to work with it.	L2_VOTER_HAYSTAQ_CHINA_FOREIGN_POLICY_WORK_WITH
Defense Spending: Increase	Voters who want defense spending increased.	L2_VOTER_HAYSTAQ_DEFENSE_SPENDING_INCREASE
Defense Spending: Reduce	Voters who want defense spending reduced.	L2_VOTER_HAYSTAQ_DEFENSE_SPENDING_REDUCE
DOGE: Oppose	Voters who oppose the creation of the department and the actions it has taken.	L2_VOTER_HAYSTAQ_DOGE_OPPOSE
DOGE: Support	Voters who support the creation of the department and the actions it has taken.	L2_VOTER_HAYSTAQ_DOGE_SUPPORT
Domestic Troop Deployment: Oppose	Voters who oppose deploying U.S. military troops on domestic soil.	L2_VOTER_HAYSTAQ_DOMESTIC_DEPLOYMENT_OF_TROOPS_OPPOSE
Domestic Troop Deployment: Support	Voters who support deploying U.S. military troops on domestic soil.	L2_VOTER_HAYSTAQ_DOMESTIC_DEPLOYMENT_OF_TROOPS_SUPPORT
Epstein Files: Important	Voters who consider the release of the Jeffrey Epstein files to be an important issue.	L2_VOTER_HAYSTAQ_EPSTEIN_FILES_IMPORTANT
Epstein Files: Unimportant or Hoax	Voters who consider the Jeffrey Epstein files to be unimportant or a hoax.	L2_VOTER_HAYSTAQ_EPSTEIN_FILES_UNIMPORTANT_OR_HOAX
Felon Voting Rights: Oppose	Voters who oppose restoring voting rights to people with felony convictions who have served their sentence.	L2_VOTER_HAYSTAQ_FELON_VOTING_OPPOSE
Felon Voting Rights: Support	Voters who support restoring voting rights to people with felony convictions who have served their sentence.	L2_VOTER_HAYSTAQ_FELON_VOTING_SUPPORT
Infrastructure: Enough Spent	Voters who believe enough is already being spent on infrastructure.	L2_VOTER_HAYSTAQ_INFRASTRUCTURE_FUNDING_ENOUGH_SPENT
Infrastructure: Fund More	Voters who support spending more on infrastructure.	L2_VOTER_HAYSTAQ_INFRASTRUCTURE_FUNDING_FUND_MORE
Israel Genocide Claim: Agree	Voters who believe Israel is committing genocide in Gaza.	L2_VOTER_HAYSTAQ_ISRAEL_COMMITTING_GENOCIDE_YES
Israel Genocide Claim: Disagree	Voters who do not believe Israel is committing genocide in Gaza.	L2_VOTER_HAYSTAQ_ISRAEL_COMMITTING_GENOCIDE_NO
Israel Military Actions: Oppose	Voters who oppose Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_OPPOSE
Israel Military Actions: Oppose (Democrats)	Likely Democrats who oppose Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_DEM_OPPOSE
Israel Military Actions: Oppose (Republicans)	Likely Republicans who oppose Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_GOP_OPPOSE
Israel Military Actions: Support	Voters who support Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_SUPPORT

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Israel Military Actions: Support (Democrats)	Likely Democrats who support Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_DEM_SUPPORT
Israel Military Actions: Support (Republicans)	Likely Republicans who support Israel's military actions in Gaza and the West Bank.	L2_VOTER_HAYSTAQ_ISRAEL_MILITARY_ACTIONS_GOP_SUPPORT
Jan. 6 Pardons: Oppose	Voters who oppose pardons for people involved in January 6.	L2_VOTER_HAYSTAQ_JAN_6TH_PARDONS_OPPOSE
Jan. 6 Pardons: Support	Voters who support pardons for people involved in January 6.	L2_VOTER_HAYSTAQ_JAN_6TH_PARDONS_SUPPORT
Public Transit Funding: Oppose	Voters who oppose expanded funding for public transportation.	L2_VOTER_HAYSTAQ_PUBLIC_TRANSIT_OPPOSE
Public Transit Funding: Support	Voters who support expanded funding for public transportation.	L2_VOTER_HAYSTAQ_PUBLIC_TRANSIT_SUPPORT
Ranked-Choice Voting: Oppose	Voters who oppose ranked-choice voting.	L2_VOTER_HAYSTAQ_RANK_CHOICE_VOTING_OPPOSE
Ranked-Choice Voting: Support	Voters who support ranked-choice voting.	L2_VOTER_HAYSTAQ_RANK_CHOICE_VOTING_SUPPORT
Redistricting: Independent Commission	Voters who prefer that redistricting or the drawing of congressional and legislative boundaries be done by independent commissions.	L2_VOTER_HAYSTAQ_REDISTRICTING_INDEP_COM
Redistricting: State Legislature	Voters who prefer that redistricting or the drawing of congressional and legislative boundaries be done by state legislatures.	L2_VOTER_HAYSTAQ_REDISTRICTING_STATE_LEG
Trump Ukraine Policy: Oppose	Voters who oppose Trump's Ukraine policy.	L2_VOTER_HAYSTAQ_TRUMP_UKRAINE_POLICY_OPPOSE
Trump Ukraine Policy: Support	Voters who support Trump's Ukraine policy.	L2_VOTER_HAYSTAQ_TRUMP_UKRAINE_POLICY_SUPPORT
U.S. Superpower Policy: Oppose	Voters who oppose U.S. policies aimed at asserting or maintaining global superpower dominance.	L2_VOTER_HAYSTAQ_SUPER_POWER_POLICY_OPPOSE
U.S. Superpower Policy: Support	Voters who support U.S. policies aimed at asserting or maintaining global superpower dominance.	L2_VOTER_HAYSTAQ_SUPER_POWER_POLICY_SUPPORT
Voting Concern: Barriers to Voting	Voters who are more concerned that barriers to voting prevent eligible citizens from casting ballots than that voting fraud is occurring.	L2_VOTER_HAYSTAQ_VOTING_FRAUD_CONCERN_BARRIERS
Voting Concern: Fraud	Voters who are more concerned about fraudulent voting than barriers to voting.	L2_VOTER_HAYSTAQ_VOTING_FRAUD_CONCERN_FRAUD
MEDIA, NEWS & TECHNOLOGY 23 models		
Excited About AI	Voters who feel excited about artificial intelligence.	L2_VOTER_HAYSTAQ_ARTIFICIAL_INTELLIGENCE_EXCITED
Most Trusted TV News: CNN	Voters who trust CNN most as their primary television news source.	L2_VOTER_HAYSTAQ_TV_NEWS_SOURCE_MOST_TRUSTED_CNN
Most Trusted TV News: Fox News	Voters who trust Fox News most as their primary television news source.	L2_VOTER_HAYSTAQ_TV_NEWS_SOURCE_MOST_TRUSTED_FOX
Most Trusted TV News: MSNBC	Voters who trust MSNBC most as their primary television news source.	L2_VOTER_HAYSTAQ_TV_NEWS_SOURCE_MOST_TRUSTED_MSNBC
Most Trusted TV News: Newsmax	Voters who trust Newsmax most as their primary television news source.	L2_VOTER_HAYSTAQ_TV_NEWS_SOURCE_MOST_TRUSTED_NEWSMAX
News: Independent Media	Voters who primarily get their news from independent media sources.	L2_VOTER_HAYSTAQ_NEWS_INDEPENDENT
News: Mainstream Media	Voters who primarily get their news from mainstream media sources.	L2_VOTER_HAYSTAQ_NEWS_MAINSTREAM
Podcast Listener: No	Voters who do not listen to podcasts often.	L2_VOTER_HAYSTAQ_PODCAST_LISTENER_NO
Podcast Listener: Yes	Voters who listen to podcasts.	L2_VOTER_HAYSTAQ_PODCAST_LISTENER_YES
Podcast: Joe Rogan	Voters who listen to the Joe Rogan Experience podcast.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_ROGAN
Podcast: Left-Leaning	Voters who listen to left-leaning podcasts.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_LEFT_LEANING
Podcast: MeidasTouch	Voters who listen to the MeidasTouch podcast.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_MEIDAS

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Podcast: Right-Leaning	Voters who listen to right-leaning podcasts.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_RIGHT_LEANING
Podcast: The Daily	Voters who listen to The Daily podcast.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_DAILY
Podcast: Tucker Carlson	Voters who listen to Tucker Carlson's podcast.	L2_VOTER_HAYSTAQ_LISTEN_PODCASTER_CARLSON
Social Media: Frequent User	Voters who are frequent users of social media.	L2_VOTER_HAYSTAQ_SOCIAL_MEDIA_USER_FREQUENT
Social Media: None or Infrequent	Voters who do not use social media or use it infrequently.	L2_VOTER_HAYSTAQ_SOCIAL_MEDIA_USER_NO_OR_INFREQUENT
TV Viewing: Free Streaming	Voters who most often watch TV through free streaming platforms like YouTube, TikTok, or Twitch.	L2_VOTER_HAYSTAQ_TV_VIEWER_FREE_STREAMING
TV Viewing: Non-Viewer	Voters who typically do not watch TV.	L2_VOTER_HAYSTAQ_TV_VIEWER_NOT_VIEWER
TV Viewing: Paid Streaming	Voters who most often watch paid streaming services such as Netflix, Hulu, or Disney+.	L2_VOTER_HAYSTAQ_TV_VIEWER_WATCH_PAID_STREAMING
TV Viewing: Traditional TV	Voters who most often watch traditional broadcast, cable, or satellite TV.	L2_VOTER_HAYSTAQ_TV_VIEWER_WATCH_ANY_TV
Video Gamer: No	Voters who do not play video games.	L2_VOTER_HAYSTAQ_GAMER_NO
Video Gamer: Yes	Voters who play video games.	L2_VOTER_HAYSTAQ_GAMER_YES
LIFESTYLE, CONSUMER & COMMUNITY 24 models		
Big Purchases: Environmental Impact	Voters who prioritize environmental impact when making a big-ticket purchase.	L2_VOTER_HAYSTAQ_CONSUMER_VALUE_ENVIRONMENT
Big Purchases: Long-Term Savings	Voters who prioritize long-term cost savings when making a big-ticket purchase.	L2_VOTER_HAYSTAQ_CONSUMER_VALUE_BRAND_SAVINGS
Big Purchases: Low Upfront Cost	Voters who prioritize low upfront cost when making a big-ticket purchase.	L2_VOTER_HAYSTAQ_CONSUMER_VALUE_LOW_COST
Charity Giving: Environmental	Voters most likely to support environmental charities.	L2_VOTER_HAYSTAQ_CHARITY_GIVING_ENVIRO_CAUSE
Charity Giving: International Aid	Voters most likely to support international aid charities.	L2_VOTER_HAYSTAQ_CHARITY_GIVING_INTERNATIONAL_AID
Charity Giving: Military & Veterans	Voters most likely to support charities for military members and veterans.	L2_VOTER_HAYSTAQ_CHARITY_GIVING_VET_CAUSE
Charity Giving: Performing Arts	Voters most likely to support performing arts charities.	L2_VOTER_HAYSTAQ_CHARITY_GIVING_PERFORMING_ARTS
Charity Giving: Religious	Voters most likely to support charities associated with religious organizations.	L2_VOTER_HAYSTAQ_CHARITY_GIVING_RELIG_CAUSE
Community: Not Integrated	Voters who feel they are not well integrated into their local community.	L2_VOTER_HAYSTAQ_COMMUNITY_NOT_INTEGRATED
Community: Very Integrated	Voters who feel they are very well integrated into their local community.	L2_VOTER_HAYSTAQ_COMMUNITY_VERY_INTEGRATED
Crypto Buyer: Likely	Voters who are likely to purchase cryptocurrency.	L2_VOTER_HAYSTAQ_CRYPTO_BUYER_YES
Crypto Buyer: Unlikely	Voters who are not likely to purchase cryptocurrency.	L2_VOTER_HAYSTAQ_CRYPTO_BUYER_NO
Dating: Optimistic	Voters who are optimistic about dating and their prospects for finding a romantic partner.	L2_VOTER_HAYSTAQ_DATING_OPTIMISTIC
Dating: Pessimistic	Voters who are pessimistic about dating and their prospects for finding a romantic partner.	L2_VOTER_HAYSTAQ_DATING_PESSIMISTIC
Identifies as Rural	Voters who identify as living in a rural area.	L2_VOTER_HAYSTAQ_AREA_IDENTITY_RURAL
Identifies as Suburban	Voters who identify as living in a suburban area.	L2_VOTER_HAYSTAQ_AREA_IDENTITY_SUBURBAN
Identifies as Urban	Voters who identify as living in an urban area.	L2_VOTER_HAYSTAQ_AREA_IDENTITY_URBAN
Military Family: No	Voters who do not have an immediate family connection to military service.	L2_VOTER_HAYSTAQ_MILITARY_FAMILY_RELATIONSHIP_NO
Military Family: Yes	Voters who have an immediate family connection to military service.	L2_VOTER_HAYSTAQ_MILITARY_FAMILY_RELATIONSHIP_YES

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Military: Self or Immediate Family	Voters who are active military, veterans, or have an immediate family member who is.	L2_VOTER_HAYSTAQ_MILITARY_FAMILY_SELF
Rideshare User: No	Voters who do not use rideshare services.	L2_VOTER_HAYSTAQ_RIDESHARE_USER_NO
Rideshare User: Yes	Voters who use rideshare services.	L2_VOTER_HAYSTAQ_RIDESHARE_USER
Vaping: No	Voters who do not use vaping products.	L2_VOTER_HAYSTAQ_VAPING_USER_NO
Vaping: Yes	Voters who use vaping products.	L2_VOTER_HAYSTAQ_VAPING_USER_YES

CAUSEWAY

75 MODELS

Causeway Solutions is a data and analytics firm that combines national survey research with consumer and voter data through proprietary machine learning. Its models identify likely attitudes, values and behaviors across topics including political engagement, issue positions, consumer preferences and media habits.

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
POLITICAL ALIGNMENT 4 models		
Supports Trump's Policy Agenda	Voters who are likely to support Donald Trump's policy agenda.	L2_VOTERS_CAUSEWAY_SUPPORT_AGENDA
Swing Voter	Voters who are not aligned with either political party and make their decisions based on current issues and events.	L2_VOTERS_CAUSEWAY_SWING_VOTER
Trump Job Approval: Approve	Voters who approve of Donald Trump's performance as President.	L2_VOTERS_CAUSEWAY_TRUMP_APPROVAL_APPROVE
Trump Job Approval: Disapprove	Voters who disapprove of Donald Trump's performance as President.	L2_VOTERS_CAUSEWAY_TRUMP_APPROVAL_DISAPPROVE
CIVIC ENGAGEMENT 6 models		
Community Volunteer	Voters who have volunteered in their community to support local initiatives or causes.	L2_VOTERS_CAUSEWAY_VOLUNTEER
Contacted an Elected Official	Voters who have contacted an elected official to express their opinions.	L2_VOTERS_CAUSEWAY_CONTACTED_AN_OFFICIAL
Engaged Activist	Voters who actively participate in the political process by staying informed on issues, engaging in civic discussions, or taking actions such as signing petitions or contacting elected officials.	L2_VOTERS_CAUSEWAY_ENGAGED_ACTIVIST
Follows Politics Closely	Voters who closely follow current political events and news.	L2_VOTERS_CAUSEWAY_FOLLOWS_POLITICS
Petition Signer	Voters who actively sign petitions to support causes or advocate for policy changes.	L2_VOTERS_CAUSEWAY_SIGNS_PETITIONS
Political Donor	Voters who donate to political campaigns and organizations.	L2_VOTERS_CAUSEWAY_POLITICAL_DONOR
TARIFFS & TRADE 10 models		
Tariffs on All Imports: Oppose	Voters who oppose the U.S. imposing tariffs on imported goods.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_IMPORTS_OPPOSE
Tariffs on All Imports: Support	Voters who support the U.S. imposing tariffs on imported goods.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_IMPORTS_SUPPORT
Tariffs on Canada: Oppose	Voters who oppose the U.S. imposing tariffs on imported goods from Canada.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_CANADA_OPPOSE
Tariffs on Canada: Support	Voters who support the U.S. imposing tariffs on imported goods from Canada.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_CANADA_SUPPORT
Tariffs on China: Oppose	Voters who oppose the U.S. imposing tariffs on imported goods from China.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_CHINA_OPPOSE
Tariffs on China: Support	Voters who support the U.S. imposing tariffs on imported goods from China.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_CHINA_SUPPORT
Tariffs on Mexico: Oppose	Voters who oppose the U.S. imposing tariffs on imported goods from Mexico.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_MEXICO_OPPOSE
Tariffs on Mexico: Support	Voters who support the U.S. imposing tariffs on imported goods from Mexico.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_MEXICO_SUPPORT
Tariffs on the EU: Oppose	Voters who oppose the U.S. imposing tariffs on imported goods from the EU.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_EUROPEAN_UNION_OPPOSE
Tariffs on the EU: Support	Voters who support the U.S. imposing tariffs on imported goods from the EU.	L2_VOTERS_CAUSEWAY_TARIFFS_ON_EUROPEAN_UNION_SUPPORT
ISSUE POSITIONS 18 models		

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Assault Weapons Ban: Oppose	Voters who oppose banning of assault weapons.	L2_VOTERS_CAUSEWAY_ASSAULT_WEAPONS_BAN_OPPOSE
Assault Weapons Ban: Support	Voters who support banning of assault weapons.	L2_VOTERS_CAUSEWAY_ASSAULT_WEAPONS_BAN_SUPPORT
Big Tech Regulation: No Changes	Voters who believe regulations on big tech companies should remain unchanged.	L2_VOTERS_CAUSEWAY_BIG_TECH_REGULATIONS_NO_CHANGES
Big Tech Regulation: Strengthen	Voters who believe regulations on big tech companies should be strengthened.	L2_VOTERS_CAUSEWAY_BIG_TECH_REGULATIONS_MORE
Central Bank Digital Currency: Oppose	Voters who oppose the creation of a central bank digital currency.	L2_VOTERS_CAUSEWAY_CENTRAL_BANK_DIGITAL_CURRENCY_OPPOSE
Central Bank Digital Currency: Support	Voters who support the creation of a central bank digital currency.	L2_VOTERS_CAUSEWAY_CENTRAL_BANK_DIGITAL_CURRENCY_SUPPORT
Domestic Energy Independence: Support	Voters who support policies and initiatives that prioritize U.S. energy independence by reducing reliance on foreign energy sources.	L2_VOTERS_CAUSEWAY_DOMESTIC_ENERGY_INDEPENDENCE_SUPPORT
Energy Costs: Not Worried	Voters who are not concerned that the affordability of energy will impact their livelihood.	L2_VOTERS_CAUSEWAY_ENERGY_AFFORDABILITY_NOT_WORRIED
Energy Costs: Worried	Voters who are concerned that the affordability of energy will impact their livelihood.	L2_VOTERS_CAUSEWAY_ENERGY_AFFORDABILITY_WORRIED
Israel-Gaza: Neutral	Voters who sympathize with neither side in the Israel-Palestine conflict.	L2_VOTERS_CAUSEWAY_ISRAEL_GAZA_NEUTRAL
Israel-Gaza: Pro-Israel	Voters who sympathize with Israel in the Israel-Palestine conflict.	L2_VOTERS_CAUSEWAY_ISRAEL_GAZA_PRO_ISRAEL
Israel-Gaza: Pro-Palestinian	Voters who sympathize with Palestine in the Israel-Palestine conflict.	L2_VOTERS_CAUSEWAY_ISRAEL_GAZA_PRO_PALESTINIAN
Sports Betting: Favorable	Voters who have a favorable view of sports gambling companies.	L2_VOTERS_CAUSEWAY_SPORTS_BETTING_SUPPORT
Sports Betting: Persuadable	Voters who are open to changing their opinion on sports gambling companies.	L2_VOTERS_CAUSEWAY_SPORTS_BETTING_PERSUADABLE
Sports Betting: Unfavorable	Voters who have an unfavorable view of sports gambling companies.	L2_VOTERS_CAUSEWAY_SPORTS_BETTING_OPPOSE
State Lottery: Favorable	Voters who have a favorable view of state lotteries.	L2_VOTERS_CAUSEWAY_STATE_LOTTERY_OPINION_SUPPORT
State Lottery: Persuadable	Voters who are open to changing their opinion on state lotteries.	L2_VOTERS_CAUSEWAY_STATE_LOTTERY_OPINION_PERSUADABLE
State Lottery: Unfavorable	Voters who have an unfavorable view of state lotteries.	L2_VOTERS_CAUSEWAY_STATE_LOTTERY_OPINION_OPPOSE
TV VIEWING HABITS 9 models		
Broadcast Viewer	Voters who watch television content through broadcast networks.	L2_VOTERS_CAUSEWAY_BROADCAST_VIEWER
Cable Subscriber	Voters who watch television content through a cable subscription.	L2_VOTERS_CAUSEWAY_CABLE_SUBSCRIBER
Live Broadcast Only	Voters who can only be reached through live television broadcasts.	L2_VOTERS_CAUSEWAY_LIVE_BROADCAST_VIEWER_ONLY
Live Broadcast Viewer	Voters who watch television content through live broadcasts.	L2_VOTERS_CAUSEWAY_LIVE_BROADCAST_VIEWER
Never Live Broadcast	Voters who cannot be reached through live television broadcasts.	L2_VOTERS_CAUSEWAY_LIVE_BROADCAST_VIEWER_NEVER
Never Streaming	Voters who cannot be reached through streaming platforms.	L2_VOTERS_CAUSEWAY_STREAMING_NEVER
Streaming + Live Viewer	Voters who watch both streaming content and live television.	L2_VOTERS_CAUSEWAY_STREAMING_AND_LIVE_VIEWER
Streaming Viewer	Voters who watch television content through streaming platforms.	L2_VOTERS_CAUSEWAY_STREAMING_VIEWER

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Streaming Viewer Only	Voters who can only be reached through streaming platforms.	L2_VOTERS_CAUSEWAY_STREAMING_VIEWER_ONLY
STREAMING SUBSCRIPTIONS 14 models		
Amazon Prime Video Subscriber	Voters who subscribe to the Amazon Prime Video streaming service.	L2_VOTERS_CAUSEWAY_AMAZON_PRIME_SUBSCRIBER
Apple TV+ Subscriber	Voters who subscribe to the Apple TV+ streaming service.	L2_VOTERS_CAUSEWAY_APPLE_TV_PLUS_SUBSCRIBER
Disney+ Ad-Tier Subscriber	Voters who subscribe to the Disney+ streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_DISNEY_PLUS_ADS_SUBSCRIBER
Disney+ Subscriber	Voters who subscribe to the Disney+ streaming service.	L2_VOTERS_CAUSEWAY_DISNEY_PLUS_SUBSCRIBER
Hulu Ad-Tier Subscriber	Voters who subscribe to the Hulu streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_HULU_ADS_SUBSCRIBER
Hulu Subscriber	Voters who subscribe to the Hulu streaming service.	L2_VOTERS_CAUSEWAY_HULU_SUBSCRIBER
Max Ad-Tier Subscriber	Voters who subscribe to the Max streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_MAX_ADS_SUBSCRIBER
Max Subscriber	Voters who subscribe to the Max streaming service.	L2_VOTERS_CAUSEWAY_MAX_SUBSCRIBER
Netflix Ad-Tier Subscriber	Voters who subscribe to the Netflix streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_NETFLIX_ADS_SUBSCRIBER
Netflix Subscriber	Voters who subscribe to the Netflix streaming service.	L2_VOTERS_CAUSEWAY_NETFLIX_SUBSCRIBER
Paramount+ Ad-Tier Subscriber	Voters who subscribe to the Paramount+ streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_PARAMOUNT_PLUS_ADS_SUBSCRIBER
Paramount+ Subscriber	Voters who subscribe to the Paramount+ streaming service.	L2_VOTERS_CAUSEWAY_PARAMOUNT_PLUS_SUBSCRIBER
Peacock Ad-Tier Subscriber	Voters who subscribe to the Peacock streaming service on an ad-supported plan.	L2_VOTERS_CAUSEWAY_PEACOCK_ADS_SUBSCRIBER
Peacock Subscriber	Voters who subscribe to the Peacock streaming service.	L2_VOTERS_CAUSEWAY_PEACOCK_SUBSCRIBER
SOCIAL MEDIA USAGE 9 models		
Facebook User	Voters who frequently use Facebook.	L2_VOTERS_CAUSEWAY_FACEBOOK_USER
Instagram User	Voters who frequently use Instagram.	L2_VOTERS_CAUSEWAY_INSTAGRAM_USER
LinkedIn User	Voters who frequently use LinkedIn.	L2_VOTERS_CAUSEWAY_LINKEDIN_USER
Pinterest User	Voters who frequently use Pinterest.	L2_VOTERS_CAUSEWAY_PINTEREST_USER
Reddit User	Voters who frequently use Reddit.	L2_VOTERS_CAUSEWAY_REDDIT_USER
Snapchat User	Voters who frequently use Snapchat.	L2_VOTERS_CAUSEWAY_SNAPCHAT_USER
TikTok User	Voters who frequently use TikTok.	L2_VOTERS_CAUSEWAY_TIKTOK_USER
X (Twitter) User	Voters who frequently use X.	L2_VOTERS_CAUSEWAY_X_USER
YouTube User	Voters who frequently use YouTube.	L2_VOTERS_CAUSEWAY_YOUTUBE_USER
CONSUMER & LIFESTYLE 5 models		
Crypto Owner	Voters who own or invest in digital currencies such as Bitcoin, Ethereum, and other cryptocurrencies.	L2_VOTERS_CAUSEWAY_CRYPTO_OWNER
Eco-Conscious Consumer	Voters who prioritize environmentally friendly products and practices, such as avoiding single-use plastics and supporting sustainable alternatives.	L2_VOTERS_CAUSEWAY_ECO_CONSCIOUS_CONSUMER
EV or Hybrid Driver	Voters who drive an EV or Hybrid Vehicle.	L2_VOTERS_CAUSEWAY_EV_DRIVER
Likely Membership Subscriber	Voters who are likely to subscribe to products, services, or memberships.	L2_VOTERS_CAUSEWAY_LIKELY_SUBSCRIBER_TO_MEMBERSHIPS

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Shares Contact Info for Discounts	Voters who are likely to provide their email address or phone number in exchange for discounts, free shipping, or other promotional offers.	L2_VOTERS_CAUSEWAY_LIKELY_TO_SHARE_EMAIL_OR_PHONE_FOR_DISCOUNT

PHAROSGRAPH

378 MODELS

PharosGraph focuses on understanding the issues and narratives shaping voters' priorities. Its models distinguish between how much an issue matters to a voter, what drives that concern and where they stand, with additional models covering community impacts, candidates, ballot measures and party factions.

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
TOP SALIENT ISSUES 21 models		
Abortion & Reproductive Rights Salience	Voters for whom abortion and reproductive rights matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_ABORTION_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Climate Salience	Voters for whom climate matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_CLIMATE_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Corruption Salience	Voters for whom corruption matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_CORRUPTION_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Defense & Foreign Policy Salience	Voters for whom defense and foreign policy matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_DEFENSE_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Economy Salience	Voters for whom economy matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_ECONOMY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Education Salience	Voters for whom education matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_EDUCATION_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Election Integrity Salience	Voters for whom election integrity matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_ELECTION_INTEGRITY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Energy Salience	Voters for whom energy matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_ENERGY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Government Spending & National Debt Salience	Voters for whom government spending and national debt matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_GOVERNMENT_SPENDING_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Gun Policy Salience	Voters for whom gun policy matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_GUN_POLICY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Healthcare Access & Costs Salience	Voters for whom healthcare access and costs matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_HEALTHCARE_ACCESS_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Housing Affordability Salience	Voters for whom housing affordability matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_HOUSING_AFFORDABILITY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Immigration & Border Security Salience	Voters for whom immigration and border security matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_IMMIGRATION_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Infrastructure & Transportation Salience	Voters for whom infrastructure and transportation matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_INFRASTRUCTURE_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Jobs Salience	Voters for whom jobs matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_JOBS_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
LGBTQ Rights Salience	Voters for whom LGBTQ Rights matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_LGBTQ_RIGHTS_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Public Safety & Crime Salience	Voters for whom public safety and crime matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_PUBLIC_SAFETY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Race & Policing Salience	Voters for whom race and policing matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_RACE_AND_POLICING_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Social Security & Medicare Salience	Voters for whom social security and medicare matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_SOCIAL_SECURITY_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Taxes Salience	Voters for whom taxes matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_TAXES_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
Welfare & Poverty Salience	Voters for whom welfare and poverty matters more than it does for other voters nationally. Survey-anchored salience model; tiers are exclusive bands.	PHAROSGRAPH_WELFARE_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
ISSUE DEEP DIVE 4 models		
Cost of Living: Main Driver	Names what is mainly driving a voter's cost of living concern. PharosGraph driver model.	PHAROSGRAPH_COST_OF_LIVING_MAIN_DRIVER Housing Costs · Healthcare Costs · Gas and Utilities · Childcare Costs · Property Taxes
Healthcare: Main Driver	Names what is mainly driving a voter's healthcare concern. PharosGraph driver model.	PHAROSGRAPH_HEALTHCARE_MAIN_DRIVER Mental Health Care · Medicaid and Medicare · Access and Coverage
Immigration: Main Driver	Names what is mainly driving a voter's immigration concern. PharosGraph driver model.	PHAROSGRAPH_IMMIGRATION_MAIN_DRIVER Legal Immigration and Visas · Deportation and Enforcement
Public Safety: Main Driver	Names what is mainly driving a voter's public safety concern. PharosGraph driver model.	PHAROSGRAPH_PUBLIC_SAFETY_MAIN_DRIVER Policing and Law Enforcement · Drugs and Fentanyl · Property and Retail Theft · Violent Crime
IDEOLOGICAL LEAN 13 models		
Abortion & Reproductive Rights Lean	Where voters sit on abortion and reproductive rights, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_ABORTION_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Childcare & Family Support Lean	Where voters sit on childcare and family support, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_CHILDCARE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Climate & Environment Lean	Where voters sit on climate and environment, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_CLIMATE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Education Lean	Where voters sit on education, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_EDUCATION_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Energy Policy Lean	Where voters sit on energy policy, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_ENERGY_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Gun Policy Lean	Where voters sit on gun policy, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_GUN_POLICY_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Healthcare Access & Costs Lean	Where voters sit on healthcare access and costs, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_HEALTHCARE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Immigration & Border Security Lean	Where voters sit on immigration and border security, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_IMMIGRATION_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Jobs & Economic Opportunity Lean	Where voters sit on jobs and economic opportunity, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_JOBS_AND_ECONOMIC_OPPORTUNITY_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
LGBTQ Rights Lean	Where voters sit on LGBTQ Rights, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_LGBTQ_RIGHTS_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Public Safety & Crime Lean	Where voters sit on public safety and crime, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_PUBLIC_SAFETY_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Taxes Lean	Where voters sit on taxes, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_TAXES_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
Trade & Tariffs Lean	Where voters sit on trade and tariffs, on a five-band scale from progressive to conservative. Each band ships with its own matched message.	PHAROSGRAPH_TRADE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
COMMUNITY IMPACT 22 models		
Agriculture Community Impact	Voters in communities where farm livelihoods face cost, land, and water pressure. Single flag.	PHAROSGRAPH_AGRICULTURE_COMMUNITY_IMPACT Y
Airport Noise Community Impact	Voters in communities where airport growth and aviation noise are contested. Single flag.	PHAROSGRAPH_AIRPORT_NOISE_COMMUNITY_IMPACT Y
Christmas Tree Farming Community Impact	Voters in communities where the tree farming economy faces land and labor pressure. Single flag.	PHAROSGRAPH_CHRISTMAS_TREE_COMMUNITY_IMPACT Y
Coal Ash & Utility Cleanup Community Impact	Voters in communities where coal ash cleanup and utility rates are live questions. Single flag.	PHAROSGRAPH_COAL_ASH_COMMUNITY_IMPACT Y
Data Centers Community Impact	Voters in communities where a data center campus is proposed or operating nearby. Single flag.	PHAROSGRAPH_DATA_CENTERS_COMMUNITY_IMPACT Y
Equine / Horse Country Community Impact	Voters in communities where horse country land use faces development pressure. Single flag.	PHAROSGRAPH_EQUINE_COMMUNITY_IMPACT Y
Farm Labor Community Impact	Voters in communities where seasonal farm labor supply is a live local issue. Single flag.	PHAROSGRAPH_FARM_LABOR_COMMUNITY_IMPACT Y
Flood & Hurricane Resilience Community Impact	Voters in communities where flood and storm recovery or defenses are live issues. Single flag.	PHAROSGRAPH_FLOOD_RESILIENCE_COMMUNITY_IMPACT Y
Israel & Palestine Policy Community Impact	Voters near places where Israel and Palestine policy is consistently in local news. Single flag.	PHAROSGRAPH_ISRAEL_AND_PALESTINE_POLICY_COMMUNITY_IMPACT Y
Jewish Institutional Presence Community Impact	Voters where at least 6 of the nearest 100 religious institutions are Jewish. Single flag.	PHAROSGRAPH_JEWISH_INSTITUTIONAL_PRESENCE_COMMUNITY_IMPACT Y
Lithium & Critical Minerals Mining Community Impact	Voters in communities where critical minerals mining is proposed or expanding. Single flag.	PHAROSGRAPH_LITHIUM_MINING_COMMUNITY_IMPACT Y
Muslim Institutional Presence Community Impact	Voters where at least 6 of the nearest 100 religious institutions are Muslim. Single flag.	PHAROSGRAPH_MUSLIM_INSTITUTIONAL_PRESENCE_COMMUNITY_IMPACT Y
Nuclear Power Plants Community Impact	Voters in communities where a nuclear plant operates or is proposed nearby. Single flag.	PHAROSGRAPH_NUCLEAR_POWER_COMMUNITY_IMPACT Y
Offshore Wind Energy Community Impact	Voters in communities where offshore wind projects are proposed or built off the coast. Single flag.	PHAROSGRAPH_OFFSHORE_WIND_COMMUNITY_IMPACT Y
PFAS Water Contamination Community Impact	Voters in communities where PFAS or GenX contamination affects drinking water. Single flag.	PHAROSGRAPH_PFAS_WATER_COMMUNITY_IMPACT Y
Phosphate Mining Community Impact	Voters in communities where a mine anchors the economy amid water and land concerns. Single flag.	PHAROSGRAPH_PHOSPHATE_MINING_COMMUNITY_IMPACT Y

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Ports & Freight Community Impact	Voters in communities where port or freight expansion drives traffic and jobs debates. Single flag.	PHAROSGRAPH_PORTS_FREIGHT_COMMUNITY_IMPACT Y
Rural Hospital Access Community Impact	Voters in communities far enough from the nearest hospital that access is a live local issue. Single flag.	PHAROSGRAPH_RURAL_HOSPITAL_COMMUNITY_IMPACT Y
Tobacco Transition Community Impact	Voters in communities where tobacco farming decline and transition are live issues. Single flag.	PHAROSGRAPH_TOBACCO_TRANSITION_COMMUNITY_IMPACT Y
Waste Facility Siting Community Impact	Voters in communities where a landfill or waste facility siting is contested. Single flag.	PHAROSGRAPH_WASTE_SITING_COMMUNITY_IMPACT Y
Wildfire Risk Community Impact	Voters in communities where wildfire risk and forest management are live concerns. Single flag.	PHAROSGRAPH_WILDFIRE_RISK_COMMUNITY_IMPACT Y
Wine & Vineyards Community Impact	Voters in communities where vineyard growth and rural character are in tension. Single flag.	PHAROSGRAPH_WINE_VINEYARD_COMMUNITY_IMPACT Y
COMMUNITY IMPACT DEEP DIVE 1 model		
Data Centers: Main Concern	Splits voters in data center communities by their main concern: environment and water, jobs and investment, or energy costs and grid reliability. Driver model.	PHAROSGRAPH_DATA_CENTERS_MAIN_CONCERN Environment and Water; Jobs and Investment; Energy Costs and Grid
BALLOT MEASURES 3 models		
CA Prop 3: Schools & Health Care Funding	California voters likely to support or oppose the high-income tax extension for schools and health care. Measure-framing model.	PHAROSGRAPH_CA_PROPOSITION_3_SCHOOLS_AND_HEALTH_CARE_FUNDING_POSITION Support; Oppose
CA Prop 40: Billionaire Tax	California voters likely to support or oppose the billionaire tax measure. Measure-framing model.	PHAROSGRAPH_CA_PROPOSITION_40_BILLIONAIRE_TAX_POSITION Support; Oppose
CA Prop 43: Special Tax Vote Threshold	California voters likely to support or oppose the two-thirds vote rule for special taxes. Measure-framing model.	PHAROSGRAPH_CA_PROPOSITION_43_SPECIAL_TAX_VOTE_THRESHOLD_POSITION Support; Oppose
PERSUADABLE REACH 1 model		
Persuadable Reach	Voters in the middle 30 percent of their registration group (Democrat, Republican, or unaffiliated/minor-party) in their state on the scored issues. Built to overlay and dedup against a current buy.	PHAROSGRAPH_PERSUADABLE_REACH Persuadable Democrat; Persuadable Republican; Persuadable Independent
PARTY FACTION 2 models		
Populist Left Signature	Strength of populist signature among Democrats and lean Democrats, scored within the party coalition. Blank outside the voter's own coalition.	PHAROSGRAPH_POPULIST_LEFT_SIGNATURE Top 10 Percent; 10 to 20 Percent; 20 to 40 Percent
Populist Right Signature	Strength of populist signature among Republicans and lean Republicans, scored within the party coalition. Blank outside the voter's own coalition.	PHAROSGRAPH_POPULIST_RIGHT_SIGNATURE Top 10 Percent; 10 to 20 Percent; 20 to 40 Percent

PHAROSGRAPH · CANDIDATE AUDIENCES

Race-specific Persuade and GOTV audiences for both parties in Senate, Governor and U.S. House contests. Races are added as the cycle develops, so the current list lives in LiveRamp and in the companion Excel file rather than in this guide.

What's available 01

Each race carries four audiences:

Democratic Persuade · Democratic GOTV · Republican Persuade · Republican GOTV

How names are built 02

PHAROSGRAPH_[STATE]_[RACE]_[PARTY]_AUDIENCE, with the values Persuade GOTV

e.g. PHAROSGRAPH_GA_SENATE_2026_DEMOCRATIC_AUDIENCE

How to find a race 03

Search LiveRamp for PHAROSGRAPH_ plus the state abbreviation (e.g. PHAROSGRAPH_MI_), or see the 2026 Races tab in the Excel file. Need a race that isn't listed? It can be built in 48–72 hours on request.

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Let’s Find the Right Fit

Have a specific need in mind? Our team can help you explore models from our partners, combine them with L2’s comprehensive data and find the right solution for your goals. Get in touch to discuss access, pricing or custom options.

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