PHAROSGRAPH MODEL DICTIONARY

309 MODELS · 666 SEGMENTS

A standalone reference to PharosGraph modeled audiences available through L2. Entries retain the model descriptions, LiveRamp field names and available values from the full L2 dictionary. Each value is a separate audience segment. Segments appear in LiveRamp as L2 Data > FIELD > Value.

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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_IMMIGRATION_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_JOBS_SALIENCE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent
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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_CLIMATE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Education Lean	Where voters sit on education, on a five-band scale from progressive to conservative. Each band ships with its own matched message. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_HEALTHCARE_LEAN Progressive · Leans Progressive · Centrist · Leans Conservative · Conservative
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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_AGRICULTURE_COMMUNITY_IMPACT Y
Airport Noise Community Impact	Voters in communities where airport growth and aviation noise are contested. Single flag. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · BATCH REFRESH	PHAROSGRAPH_DATA_CENTERS_COMMUNITY_IMPACT Y

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
Equine / Horse Country Community Impact	Voters in communities where horse country land use faces development pressure. Single flag. · MONTHLY REFRESH	PHAROSGRAPH_EQUINE_COMMUNITY_IMPACT Y
Farm Labor Community Impact	Voters in communities where seasonal farm labor supply is a live local issue. Single flag. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · BATCH REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_OFFSHORE_WIND_COMMUNITY_IMPACT Y
PFAS Water Contamination Community Impact	Voters in communities where PFAS or GenX contamination affects drinking water. Single flag. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_PHOSPHATE_MINING_COMMUNITY_IMPACT Y
Ports & Freight Community Impact	Voters in communities where port or freight expansion drives traffic and jobs debates. Single flag. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_RURAL_HOSPITAL_COMMUNITY_IMPACT Y
Tobacco Transition Community Impact	Voters in communities where tobacco farming decline and transition are live issues. Single flag. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_WASTE_SITING_COMMUNITY_IMPACT Y
Wildfire Risk Community Impact	Voters in communities where wildfire risk and forest management are live concerns. Single flag. · MONTHLY REFRESH	PHAROSGRAPH_WILDFIRE_RISK_COMMUNITY_IMPACT Y
Wine & Vineyards Community Impact	Voters in communities where vineyard growth and rural character are in tension. Single flag. · MONTHLY REFRESH	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. · BATCH REFRESH	PHAROSGRAPH_DATA_CENTERS_MAIN_CONCERN Environment and Water Jobs and Investment Energy Costs and Grid

MODEL	DESCRIPTION	LIVERAMP FIELD NAME & VALUES
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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	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. · MONTHLY REFRESH	PHAROSGRAPH_POPULIST_RIGHT_SIGNATURE Top 10 Percent · 10 to 20 Percent · 20 to 40 Percent

PHAROSGRAPH · CANDIDATE (2026 RACES)

121 RACES · 242 FIELDS

Race-specific audiences for 121 2026 contests across 47 states — 31 Senate, 35 Governor and 55 U.S. House races. Each race carries four audiences: Democratic Persuade, Democratic GOTV, Republican Persuade and Republican GOTV. Monthly refresh.

Field naming pattern: `PHAROSGRAPH_[ST]_[RACE]_[DEMOCRATIC | REPUBLICAN]_AUDIENCE` with values Persuade · GOTV
Examples: `PHAROSGRAPH_GA_SENATE_2026_DEMOCRATIC_AUDIENCE` · `PHAROSGRAPH_MI_GOVERNOR_2026_REPUBLICAN_AUDIENCE` · `PHAROSGRAPH_PA_CONGRESSIONAL_DISTRICT_7_DEMOCRATIC_AUDIENCE`. The full list of all 242 race field names is in the companion Excel file.

STATE	SENATE	GOVERNOR	U.S. HOUSE DISTRICTS	RACES
Alabama (AL)	✓	✓	CD-2	3
Alaska (AK)	✓		—	1
Arizona (AZ)		✓	CD-1, CD-6	3
Arkansas (AR)	✓	✓	—	2
California (CA)		✓	CD-13, CD-21, CD-22, CD-45, CD-48	6
Colorado (CO)	✓	✓	CD-3, CD-5, CD-8	5
Connecticut (CT)		✓	—	1
Delaware (DE)	✓		—	1
Florida (FL)	✓	✓	CD-13, CD-14, CD-22, CD-25	6
Georgia (GA)	✓	✓	—	2
Hawaii (HI)		✓	—	1
Idaho (ID)		✓	—	1
Illinois (IL)	✓	✓	—	2
Indiana (IN)			CD-1	1
Iowa (IA)	✓	✓	CD-1, CD-2, CD-3	5
Kansas (KS)	✓	✓	—	2

STATE	SENATE	GOVERNOR	U.S. HOUSE DISTRICTS	RACES
Kentucky (KY)	✓		—	1
Louisiana (LA)	✓		—	1
Maine (ME)	✓	✓	CD-2	3
Maryland (MD)		✓	—	1
Massachusetts (MA)	✓	✓	—	2
Michigan (MI)	✓	✓	CD-4, CD-7, CD-8, CD-10	6
Minnesota (MN)	✓	✓	—	2
Mississippi (MS)	✓		—	1
Montana (MT)			CD-1	1
Nebraska (NE)		✓	CD-2	2
Nevada (NV)		✓	CD-1, CD-3	3
New Hampshire (NH)	✓	✓	CD-1	3
New Jersey (NJ)	✓		CD-7, CD-9	3
New Mexico (NM)	✓	✓	CD-2	3
New York (NY)		✓	CD-3, CD-4, CD-17, CD-19	5
North Carolina (NC)	✓		CD-1, CD-11	3
Ohio (OH)	✓	✓	CD-1, CD-7, CD-9, CD-13	6
Oklahoma (OK)	✓	✓	—	2
Oregon (OR)	✓	✓	—	2
Pennsylvania (PA)		✓	CD-1, CD-7, CD-8, CD-10	5
Rhode Island (RI)	✓	✓	—	2
South Carolina (SC)	✓	✓	—	2
South Dakota (SD)		✓	—	1
Tennessee (TN)	✓	✓	—	2
Texas (TX)	✓	✓	CD-15, CD-23, CD-28, CD-34, CD-35	7
Vermont (VT)		✓	—	1
Virginia (VA)	✓		CD-1, CD-2	3
Washington (WA)			CD-3	1
West Virginia (WV)	✓		—	1
Wisconsin (WI)		✓	CD-3	2
Wyoming (WY)	✓	✓	—	2

Need a model for your next flight?

Activate PharosGraph audiences through L2 via LiveRamp and into your DSPs and advertising platforms.

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