

UPDATED FOR 2023

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

2023 Voter Models

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

HaystaqDNA Issue/Behavioral Models

Behavior

- Activist
- Ballot Drop-Off
- Charity Giving Type
- Church Attendance
- Mail Readership
- Political Donations
- Religion
- Responsiveness to Calls
- Responsiveness to Texts
- Responsiveness to Email
- Ticket Splitting

Candidates & Officials

- Bernie Sanders Approval
- Biden Approval
- Pete Buttigieg
- Ron Desantis
- Hakeem Jeffries
- Nikki Haley
- Kevin McCarthy
- Mike Pence
- Gavin Newsom
- Female Candidates Preference
- Minority Candidates Preference
- Rep. Alexandria Ocasio-Cortez - AOC
- Kamala Harris Approval

Consumer Focus

- Autonomous Vehicles Regulation
- Consumer Values - Price vs. Environment
- Electric Vehicle Buyer
- Movie Theater Attendee
- Rideshare Use
- TV Viewer

COVID

- Future Vaccine
- General Pro Vax
- Lab Leak
- Telemedicine

Economy

- Affordable Housing
- Amazon Worker Treatment
- Attitude Towards unions
- Capitalism
- Crypto Currency
- Economic Anxiety
- Gentrification
- Gig Work Benefits
- Gig Worker Job
- Income Inequality
- Inflation Fault
- Infrastructure Funding
- Jobs Guarantee
- \$15 Minimum Wage
- Perceptions of Wealth Acquired
- Social Security Tax Increase
- Student Debt
- Tax Cuts
- Tobacco Tax
- Trust CEOs
- Universal Basic Income

Education

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

Environment

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

Healthcare

- Abortion
- Affordable Care Act - Obamacare
- Family Medical Leave
- Medicaid Expansion
- Medicare for All
- Opioid Crisis Response

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2023 Voter Models

Ideology/Partisanship

- Democratic Partisanship - Progressive vs Moderate
- Ideology - Fiscal
- Ideology - General
- Ideology - Social
- Partisanship - Democratic Primary Election Choice
- Partisanship - Moderate Third Party
- Partisanship - Overall (Weak/Strong)
- Partisanship - Republican Primary Election Choice
- Republican Partisanship - Establishment vs. Firebrand
- Tribalism - Refugees Policy

Media

- Social media - Truth vs. Speech
- Social Media User
- TV News Source

Military/International/Borders

- Biden Foreign Policy
- China Foreign Policy
- Defense Spending
- Immigration and Customs Enforcement - ICA
- Mexican Border Wall
- Military Family Relationship
- Ukraine Continue
- View of Immigration

Political Activism & Strife

- Black Lives Matter
- Congressional Stock Trading
- Critical Race Theory Books
- Drug Price Limits
- January Sixth
- QAnon
- Rightwing Militias
- Right to Repair
- Same-Sex Marriage
- Trans Healthcare
- Trust Government
- Trust Science Violent Crime

Role of Government

- Casinos
- Civil Liberties
- Death Penalty
- Gun Control
- Marijuana Legalization
- Medical Marijuana
- Online Gambling
- Public Transit Funding

Trump Specific

- Attitude Towards Trump - GOP
- Trump 2024
- Trump vs Biden
- Trump vs Desnatis
- Trump Attitude - DEM Only
- Trump Attitude - GOP Only
- Trump vs Biden 2020
- Voter Fraud Belief

Turnout

- Likely Absentee/By Mail Voter
- Likely Early Voter
- Likely Presidential and Likely Absentee/By Mail Voter
- Likely Presidential and Likely Early Voter
- Likely Presidential and Unlikely Absentee/By Mail Voter
- Likely Presidential and Unlikely Early Voter
- Likely Presidential Voter
- Unlikely Presidential and Likely Absentee/By Mail Voter

Voting & Courts

- Early Vote
- Felon Voting
- Rank Choice Voting
- Redistricting Lead By
- Supreme Court as Voting Issue
- Supreme Court as Voting Issue - DEM
- Supreme Court as Voting Issue - GOP
- Universal Voting
- Voting Fraud