



L2

**BETTER DATA
BETTER DECISIONS**

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

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

HaystaqDNA Issue/Behavioral Models

COVID

Risky Activity
Effect on Routine
Life Changes
Reopen vs. Health
CDC Believe
Worked from Home
General Anti-Vax
Get Vaccine
Mask Wearer
Post-COVID Attend Arts
Post-COVID Revert
or New Normal
Post-COVID Commute
Biden COVID Stimulus
Telemedicine
Vaccine Concern
Vaccine Passport

Behavior

Activism
Ballot Drop-Off

Church Attendance
Mail Readership
Ticket Splitting
Charity Giving Type
Religion

Candidates & Officials

Rep. Alexandria Ocasio-Cortez (AOC)
Biden Approval
VP Harris Approval
Female Candidates
Preference
Minority Candidates
Preference

Economy

Amazon Worker Treatment
Universal Basic Income
Cancel Student Debt
Capitalism
Economic Anxiety
Gentrification

Gig Worker Job
Gig Work Benefits
Jobs Guarantee
Minimum Wage \$15
Affordable Housing
NAFTA
Right to Work Laws
Tax Cuts
Tobacco Tax
Income Inequality
Infrastructure Funding
Unions Attitude

Education

Charter Schools
Common Core
Free Community College
School Choice
School Spending

Environment

Green New Deal
Environmental Protection

Gas Tax
Climate Change
Pipeline & Fracking

Healthcare

Abortion
Affordable Care Act
Medicare for All
Opioid

Consumer Focus

Autonomous Cars
Consumer Values
Movie Theater Attend
TV View
Rideshare Use

Ideology/Partisanship

Liberal vs. Conservative
Ideology Social
Ideology Fiscal
Partisanship - Overall

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

Dem Primary Voter

Rep Primary Voter

Rep - Firebrand vs.
Establishment

Dem - Progressive vs.
Moderate

Moderate Third Party

Media

Social Media -

Truth vs. Free Speech

Social Media User

Fox News Viewer

MSNBC Viewer

CNN Viewer

Military/

International/Borders

Defense Spending

Immigration and Customs
Enforcement - ICE

Immigrants

Mexican Border Wall

Pathway to Citizenship

Foreign Policy

on Saudi Arabia

Political Activism & Strife

Antifa

Asian Hate Crime

Athletes Kneeling

Black Lives Matter

Cancel Culture

Drug Price Limit

January 6th was a Crime

MeToo

Police Budgets

Qanon

Rightwing Militias

Trans Athletes

Same-Sex Marriage

Role of Government

UFO Study

Casinos

Death Penalty

Gun Control

Marijuana Legalization

Online Gambling

Public Transit Funding

Social Security Reform

Supreme Court Expansion

Trump Specific

Trump 2024

Trump GOP

General Attitude

Trump 2024 -

GOP Attitude

Trump 2024 -

Dem Only

Trump vs. Biden

Trump Voter Fraud Claim

Voting & Courts

Electoral College

Felon Voting

Rank Choice Voting

Redistricting Lead By

DC Statehood

Puerto Rico Statehood

Voting Fraud

Voter Turnout - Mail

Voter Turnout -

Early Voting

Voter Turnout - Timing

Likely G24 Voter - Mail

Likely G24 - Early Voting

Unlikely G24 Voter

Unlikely G24 Voter - Mail

Causeway Solutions

Party Audiences

Base Republican

Base Democrat

Lean Republican

Lean Democrat

Swing Voters

2022 General Turnout Audiences

Republican

Democrat

Swing

Trump Sentiment

Approve

Disapprove