

L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

Targeting constituents by issue and behavior has never been so easy. L2 and HaystaqDNA have created close to 100 models giving users the ability to drill down and find constituents most likely to be responsive to messaging on issues ranging from guns to the environment to opinion of the president and ideology.

HaystaqDNA Issue/Behavioral Models

COVID/

Black Lives Matter:

COVID China Responsible

COVID Trust Social Media

COVID Mask Wearer

COVID Impact on Daily Life

COVID Frequent Testing

COVID Reopening Cautious

COVID Reaction Overblown

Black Lives Matter Protests

Strong Support/Oppose

Black Lives Matter

Strong Support/Oppose

Hot Button Issues:

Affordable Care Act

Allow Transgender Bathrooms

Border Wall with Mexico

Citizens United Supreme

Court Ruling

DACA

Drug Price Regulations

Ex-Felon Voting

Gentrification of Housing

Government Bailouts

of Business

Green New Deal

Universal Healthcare

Income Inequality

Internet Privacy

MeToo Movement

Universal Basic Income

\$15 Minimum Wage

Minority Candidates

Muslim Ban

Online Gaming

Opioid Crisis Concern

Opioid Crisis Government

Response

Political Redistricting

Public Transit

GMO Food

Rideshare Regulation

Rideshare User

Self Driving Vehicles

Supreme Court Importance

Core Issues:

Abortion

Affordable Housing Policy

Right to Work Laws

Casinos

Charter Schools

Civic Infrastructure

Civil Liberties vs.

Terror Threat

Climate Change

Common Core National

Education

Death Penalty

Economic Anxiety

Energy

Environment

Fracking

Free Trade Agreement

Gas Taxes

Gay Marriage

Gun Control

Federal Land Management

Humanitarian Intervention

Overseas

Hunting and Fishing Supports

Ideology – General

Ideology – Social

Ideology – Fiscal

Immigration

Infrastructure Spending

Labor Unions

Marijuana Legalization

Minimum Wage

Pipeline Construction

School Choice

School Funding

Social Security Reform

Tax Cuts

Tea Party Opinion

Tobacco Tax

Military Intervention

Behavioral Models:

Activist

Attends Church

Consumer Purchase Decision

Mail Reader

Attends Movies

Religion Importance in Life

Social Media Usage

TV News Source:

Fox News

CNN

MSNBC

Trump Specific:

Trump Approval

Trump Russia Connections

Trump Impeachment

Mueller Investigation

Pence Opinion of VP