

HAYSTAQ  **DNA**



L2/Haystaq National Models User Guide Spring 2024

L2 National Models User Guide

Haystaq is excited to announce our first round national political models, added for 2024. In order to quickly bring you some time-sensitive models Haystaq split this year's modeling into two rounds. Updates to our classic models like Abortion and Gun Control will follow in a couple of months.

Each of the roughly 210 million voters on the L2 voter file has a score representing their likelihood of agreeing with any of the given positions, now updated to include more than 20 new issues.

These models were built using response data from a national custom-built survey fielded via IVR- and live- telephone calls, text, email surveys and an online panel in February of 2024. The indicator data used by these models is a combination of individual-level voter registration information and past voting behavior, individual and household demographic and consumer characteristics, and census and geographic-level data.

For all models, we exclude a random $\frac{1}{3}$ sample of the survey data from the modeling process as a test set to use for validation. The charts labeled "Observed vs. Predicted Frequencies" demonstrate the performance of each model on this sample. Each score is split into deciles and the share of the test set scored in a given range whose actual responses match the dependent variable "yes" or 1 condition is plotted on the y-axis. A strong model will show taller teal bars in the high deciles and shorter bars in the low deciles.

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Trump vs Biden

Source question:

If the 2024 Presidential General Election were held today, and the candidates were: Republican Donald Trump, Democrat Joe Biden, and Independent Robert F Kennedy Jr, whom would you vote for?

Undecided, Donald Trump, Joe Biden, Robert F Kennedy JR, Another Candidate, Would not Vote

Included fields:

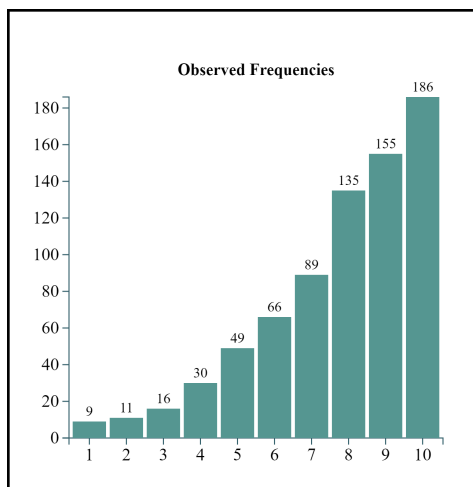
- Trump_vs_Biden_Favor_Trump,
- Trump_vs_Biden_Favor_Biden,
- Trump_vs_Biden_Favor_RFkJr,
- Trump_vs_Biden_Favor_Undecided

Trump vs Biden Favor Trump

Dependent Variable: Respondents who answered ‘Donald Trump’ vs those who answered ‘Joe Biden’, ‘RFK jr’, ‘Other’, ‘Undecided’, ‘Would not vote’

Internal Haystaq Model Name: trump_biden_trump_aw_CT

Postive_FLAG: 30%

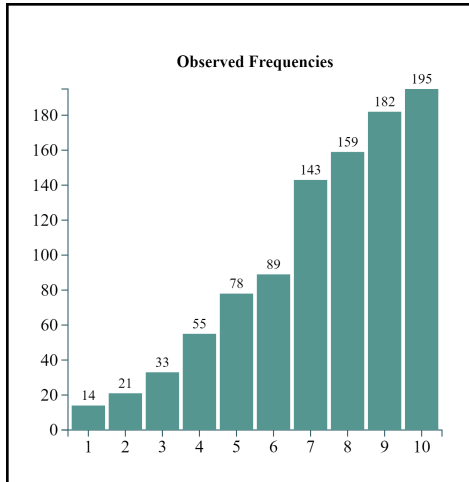


Trump_vs_Biden_Favor_Biden

Dependent Variable: Respondents who answered 'Joe Biden' vs those who answered 'Donald Trump', 'RFK jr', 'Other', 'Undecided', 'Would not vote'

Internal Haystaq Model Name: trump_biden_biden_aw_CT

Postive_FLAG: 30%

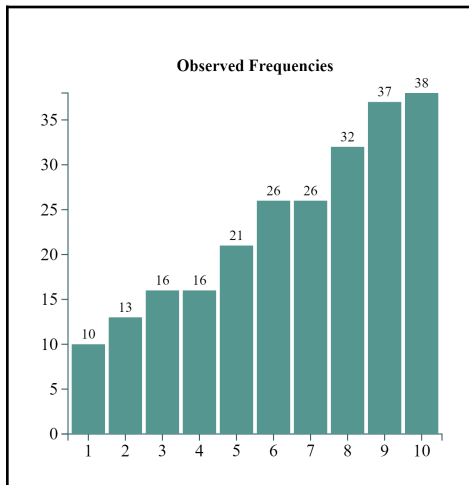


Trump_vs_Biden_Favor_RFkJr

Dependent Variable: Respondents who answered 'RFK jr' vs those who answered 'Joe Biden', 'Donald Trump', 'Other', 'Undecided', 'Would not vote'

Internal Haystaq Model Name: trump_biden_rfk_jr_aw_CT

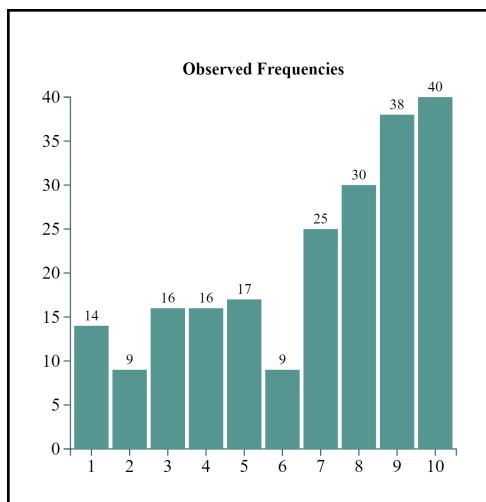
Postive_FLAG: 12%



Trump_vs_Biden_Favor_Undecided

Dependent Variable: Respondents who answered ‘Undecided’ vs those who answered ‘Joe Biden’, ‘Donald Trump’, ‘Other’, ‘RFK jr’, ‘Would not vote’

Internal Haystaq Model Name: trump_biden_undecided_aw_XG
 Negative_FLAG: 10%



Candidates And Officials Trump Biden Double Dislike

Source questions:

Do you approve or disapprove of President Joe Biden?

Never Heard of ,Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

Do you approve or disapprove of former President Donald Trump?

Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

Included fields:

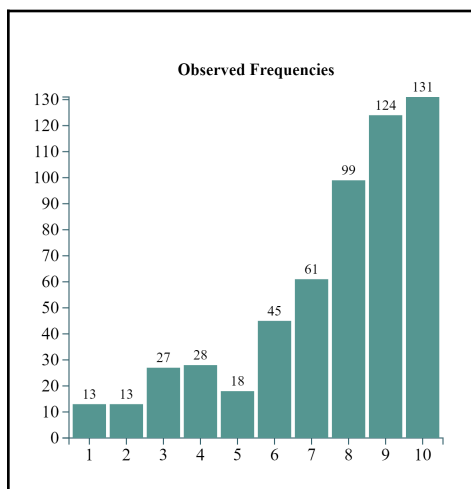
Trump_vs_Biden_Double_Dislike

Trump vs Biden Double Dislike

Dependent Variable: Respondents who answered ‘Somewhat Disapprove’ or, ‘Strongly Disapprove’ for both candidates vs those who answered ‘Strongly Approve’, ‘Somewhat Approve’, or ‘Neither Approve nor disapprove’ for one or both candidates

Internal Haystaq Model Name: biden_trump_double_dislike_aw_CT

Postive_FLAG: 12%



Trump Indictment

Source question:

If Former President Donald Trump were found guilty of a crime between now and the election, would this change your likelihood of supporting him?

‘I’d vote against Donald Trump no matter what’, ‘I’d vote for Donald Trump no matter what’, ‘Somewhat less likely to support him’, ‘Much Less Likely to support him’

Included fields:

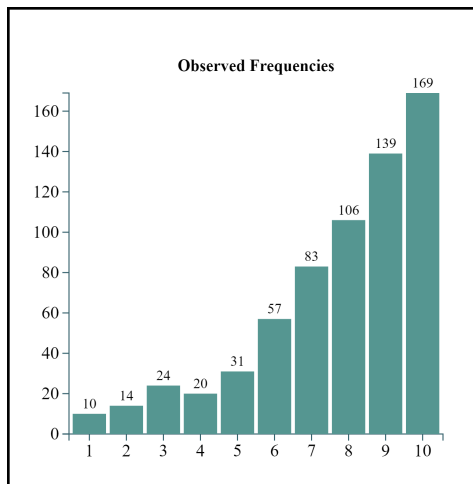
Candidates_And_Officials_Trump_Indictment_Support_Regardless,
 Candidates_And_Officials_Trump_Indictment_Never_Support,
 Candidates_And_Officials_Trump_Indictment_Support_Less_Likely

Candidates And Officials Trump Indictment Support Regardless

Dependent Variable: Respondents who answered 'always for trump' vs those who answered 'always against trump','somewhat less likely','much less likely'

Internal Haystaq Model Name: trump_indictment_trump_always_aw_CT

Postive_FLAG: 20%

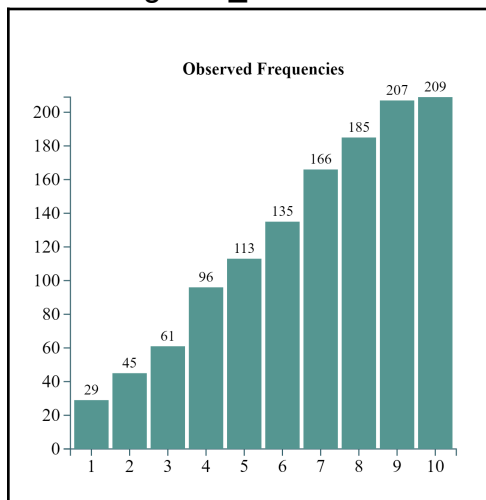


Candidates And Officials Trump Indictment Never Support

Dependent Variable: Respondents who answered 'always against trump' vs those who answered 'always for trump','somewhat less likely','much less likely'

Internal Haystaq Model Name: trump_indictment_never_trump_aw_GB

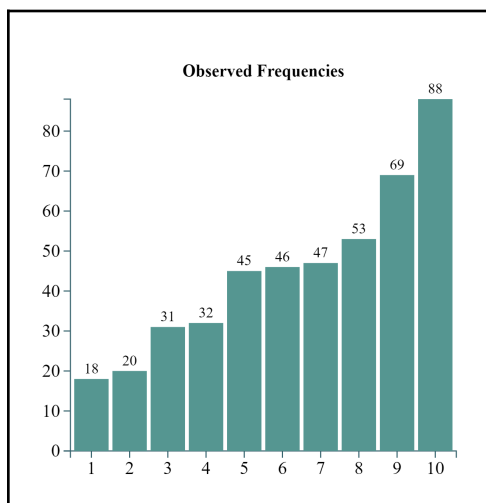
Negative_FLAG: 25%



Candidates And Officials Trump Indictment Support Less Likely

Dependent Variable: Respondents who answered 'somewhat less likely','much less likely' vs those who answered 'always for trump','always against trump'

Internal Haystaq Model Name: trump_indictment_less_likely_aw_CT
 Negative_FLAG: 10%



Biden Foreign Policy

Source question:

Do you approve or disapprove of President Biden’s Foreign Policy Decisions including his handling of the situations in Israel and Ukraine?

Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove, Unsure

Included fields:

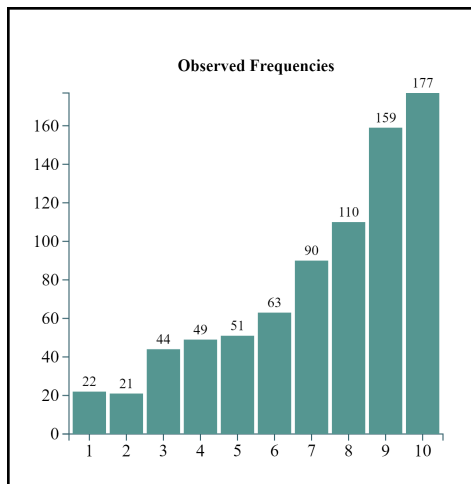
- biden_foreign_policy_approval,
- biden_foreign_policy_disapproval,
- biden_foreign_policy_disapproval_dem

Biden Foreign Policy Approval

Dependent Variable: Respondents who said 'strongly approve' or 'somewhat approve' vs. those who said 'somewhat disapprove' or 'strongly disapprove' or 'unsure'

Internal Haystaq Model Name: biden_foreign_policy_approval_aw_GB

Postive_FLAG: 20%

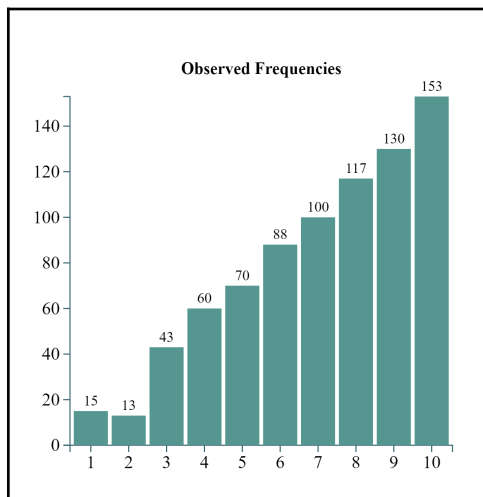


Biden Foreign Policy Disapproval

Dependent Variable: Respondents who said 'somewhat disapprove' or 'strongly disapprove' vs. those who said 'strongly approve', 'somewhat approve' ,or 'unsure'

Internal Haystaq Model Name: biden_foreign_policy_disapproval_str_aw_CT

Negative_FLAG: 20%



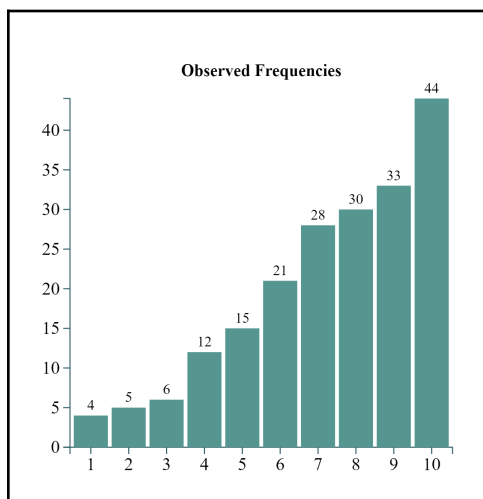
Biden_Foreign_Policy_Disapproval_Dem

***note- Universe includes likely Dem voters only**

Dependent Variable: Respondents who said 'strongly disapprove' vs. those who said 'strongly approve', 'somewhat approve' ,or 'unsure'

Internal Haystaq Model Name: biden_foreign_policy_disapproval_dem_str_aw_CT

Negative_FLAG: 10%



Candidate Left of Biden

Source question:

If a national candidate to the left of Joe Biden were to run for President in 2024 (this could be Jill Stein, Cornel West or someone else), how likely is it that you would support them?

Never Support Them, Unlikely , Somewhat Likely, Very Likely

Included fields:

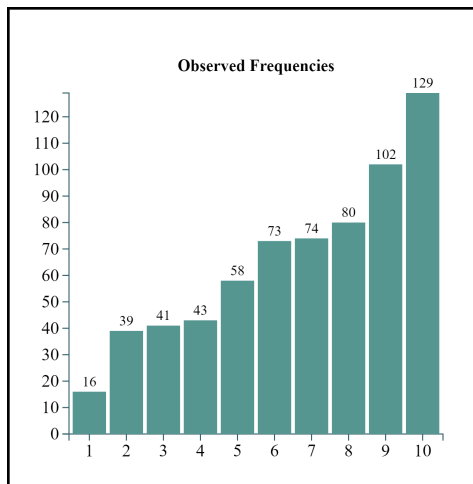
Candidates_And_Officials_Candidate_Left_of_Biden_Never,
 Candidates_And_Officials_Candidate_Left_of_Biden_Likely,
 Candidates_And_Officials_Candidate_Left_of_Biden_Likely_Dem,

Candidates And Officials Candidate Left of Biden Never

Dependent Variable: Respondents who answered 'never' vs those who answered 'somewhat likely', 'very likely'

Internal Haystaq Model Name: candidate_left_of_biden_never_aw_GB

Postive_FLAG: 20%

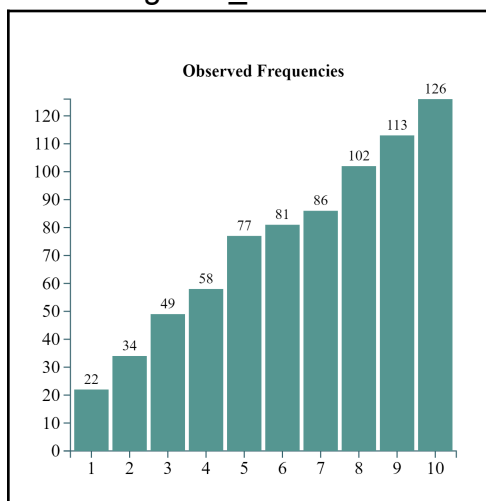


Candidates And Officials Candidate Left of Biden Likely

Dependent Variable: Respondents who answered 'very likely', 'somewhat likely' vs those who answered 'never', 'unlikely'

Internal Haystaq Model Name: candidate_left_of_biden_likely_aw_CT

Negative_FLAG: 10%



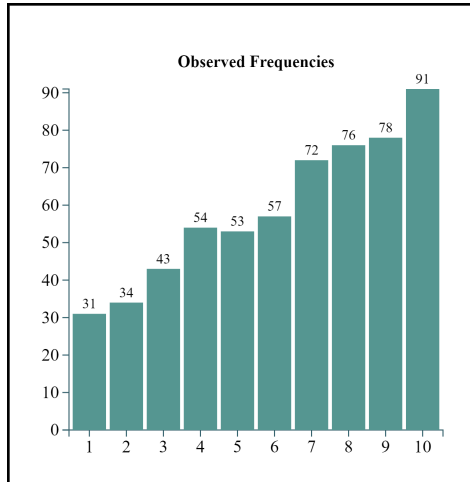
Candidates And Officials Candidate Left of Biden Likely Dem

***Note:** This score was limited to likely Democrats

Dependent Variable: Respondents who answered 'never' vs 'somewhat likely', 'very likely' - Limited to Likely Dems

Internal Haystaq Model Name: candidate_left_of_biden_likely_dem_aw_CT

Postive_FLAG: 10%



Candidates and Officials – Joe Biden Approval

Source question:

Do you approve or disapprove of President Joe Biden?

Never Heard of ,Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

Included fields:

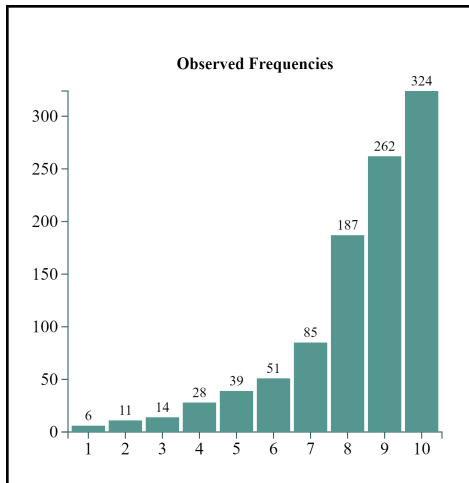
- Candidates_And_Officials_Biden_Approval,
- Candidates_And_Officials_Biden_Disapproval,
- Candidates_And_Officials_Biden_Approval_Dem,
- Candidates_And_Officials_Biden_Disapproval_Dem

Candidates And Officials Biden Approval

Dependent Variable: Respondents who answered 'Very Excited' vs those who answered 'Not Excited'

Internal Haystaq Model Name: biden_approval_str_aw_XG

Postive_FLAG: 20%

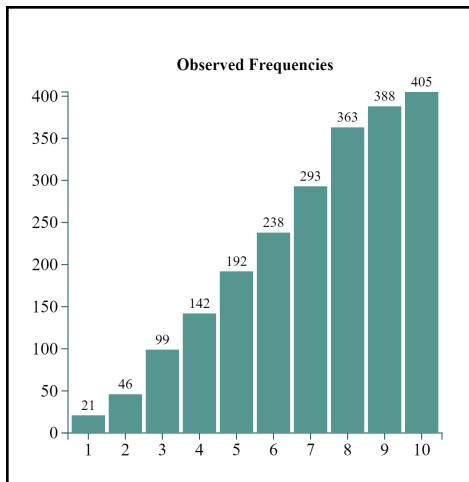


Candidates_And_Officials_Biden_Disapproval

Dependent Variable: Respondents who answered 'Not Excited' vs those who answered 'unsure', 'very excited', 'somewhat excited'

Internal Haystaq Model Name: biden_approval_disapprove_aw_XG

Negative_FLAG: 25%



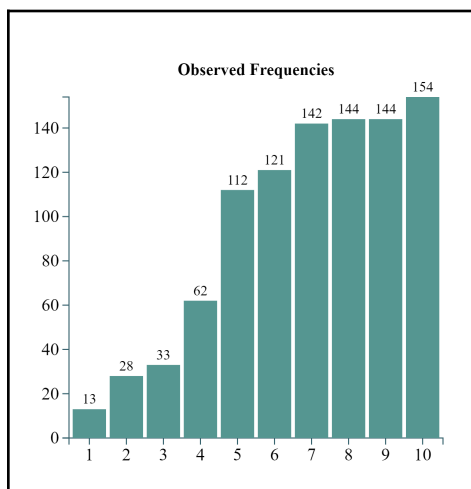
Candidates And Officials Biden Approval Dem

***note- Universe includes likely Dem voters only**

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','never heard of' or 'neither approve nor disapprove'

Internal Haystaq Model Name: biden_approve_dem_str_aw_XG

Postive_FLAG: 15%



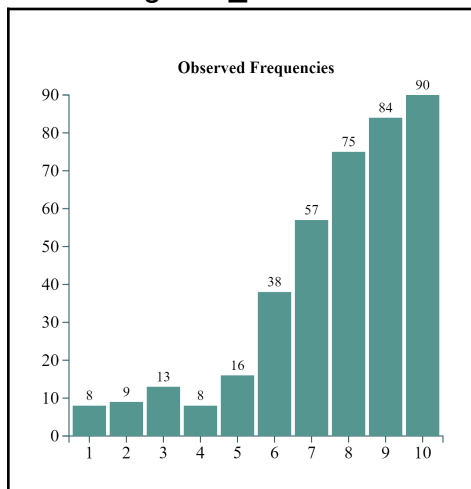
Candidates And Officials Biden Disapproval Biden Dem

***note- Universe includes likely Dem voters only**

Dependent Variable: Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'unsure','very excited' or 'somewhat excited'

Internal Haystaq Model Name: biden_approve_disapprove_dem_aw_CT

Negative_FLAG: 10%



Biden Reflection Excitement

Source question:

How excited are you to support President Joe Biden’s reelection campaign?
 Unsure,Very Excited,Not Excited,Somewhat Excited,

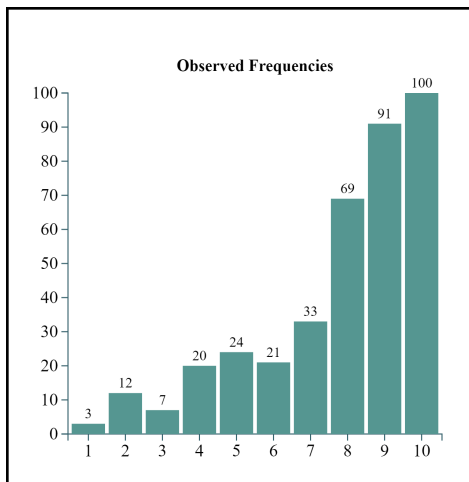
Included fields:

Candidates_And_Officials_Biden_Excited_Very_Excited,
 Candidates_And_Officials_Biden_Excited_Not_Excited,
 Candidates_And_Officials_Biden_Excited_Not_Excited_Dem

Candidates_And_Officials_Biden_Excited_Very_Excited

Dependent Variable: Respondents who answered 'Very Excited' vs those who answered 'Not Excited'

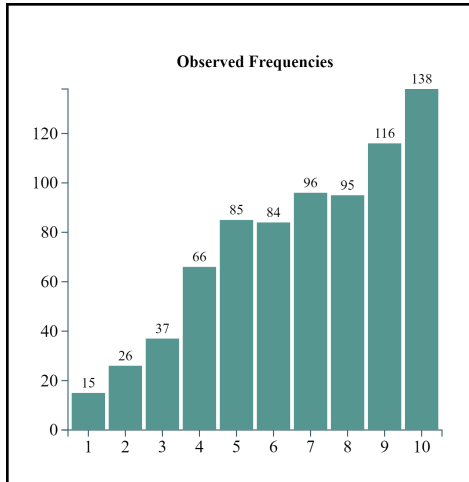
Internal Haystaq Model Name: biden_excitement_very_excited_2w_LGBG
 Postive_FLAG: 20%



Candidates And Officials Biden Excited Not Excited

Dependent Variable: Respondents who answered 'Not Excited' vs those who answered 'unsure','very excited','somewhat excited'

Internal Haystaq Model Name: biden_excitement_not_excited_aw_GB
 Negative_FLAG: 20%

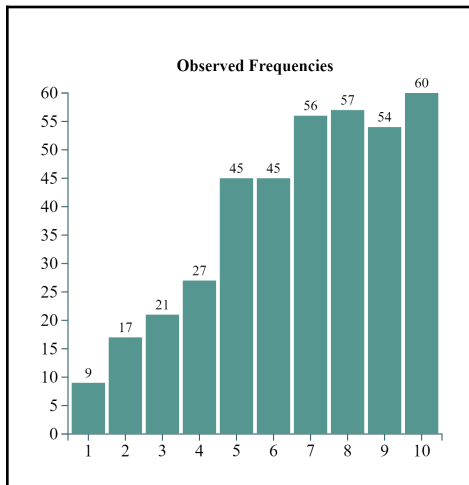


Candidates And Officials Biden Excited Not Excited Dem

***Note:** This score was limited to likely Democrats

Dependent Variable: Respondents who answered 'Not Excited' vs those who answered 'unsure','very excited','somewhat excited'

Internal Haystaq Model Name: biden_excitement_not_excited_dem_aw
 Negative_FLAG: 10%



Candidates and Officials – Donald Trump

Source question:

Do you approve or disapprove of former President Donald Trump?
 Unsure or Unfamiliar, Strongly Approve, Somewhat Approve, Neither Approve or Disapprove, Somewhat Disapprove, Strongly Disapprove

Included fields:

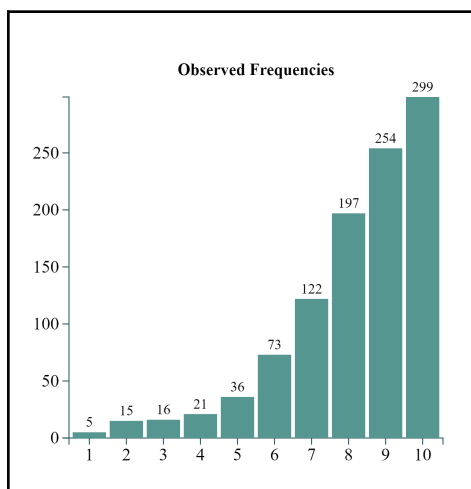
Candidates_And_Officials_Trump_Approval,
 Candidates_And_Officials_Trump_Disapproval,
 Candidates_And_Officials_Trump_Approval_GOP,
 Candidates_And_Officials_Trump_Disapproval_GOP

Candidates_And_Officials_Trump_Approval

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove'

Internal Haystaq Model Name: trump_approval_str_2w2_LGB

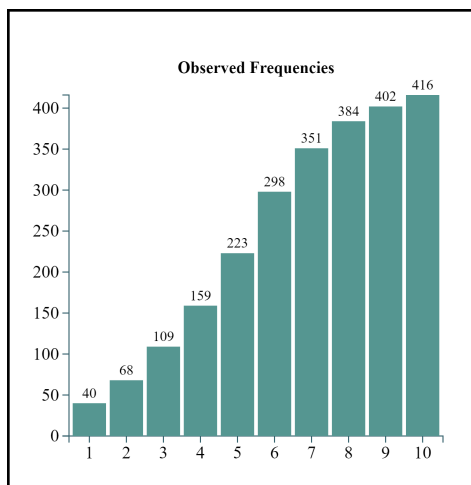
Postive_FLAG: 25%



Candidates And Officials Trump Disapproval

Dependent Variable: Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve','somewhat approve','never heard of','neither approve nor disapprove','somewhat disapprove'

Internal Haystaq Model Name: trump_approval_str_disapprove_aw_GB
 Negative_FLAG: 30%

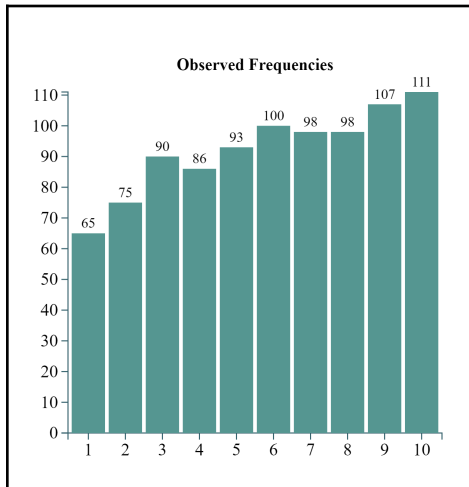


Candidates And Officials Trump Approval GOP

***Note:** This score was limited to likely Republicans

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove','somewhat disapprove','never heard of','neither approve nor disapprove' – Limited to Likely GOPs

Internal Haystaq Model Name: trump_approve_gop_str_aw_CT
 Postive_FLAG: 25%



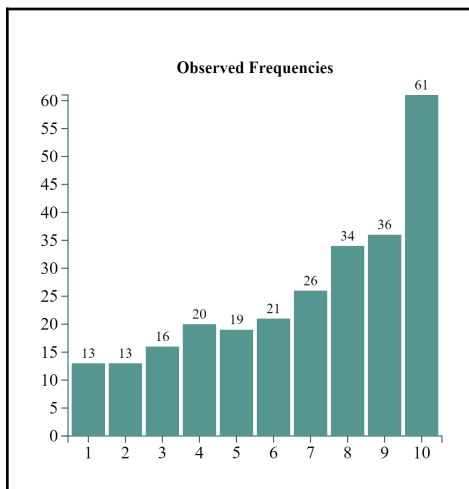
Candidates And Officials Trump Disapproval GOP

***Note:** This score was limited to likely Republicans

Dependent Variable: Respondents who answered 'strongly disapprove','somewhat disapprove' vs those who answered 'strongly approve','somewhat approve','never heard of','neither approve nor disapprove' – Limited to Likely GOPs

Internal Haystaq Model Name: trump_approve_disapprove_gop_aw_CT

Negative_FLAG: 10%



Candidates and Officials – RFK Jr. Approval

Source question:

Do you approve or disapprove of independent Presidential Candidate Robert F Kennedy Jr?

Never Heard of ,Strongly Approve, Somewhat Approve, Neither Approve nor disapprove, Somewhat Disapprove, Strongly Disapprove

Included fields:

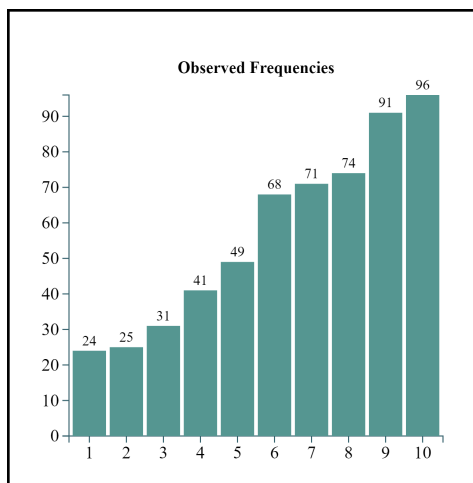
Candidates_And_Officials_Vp_RFKJr_Approval,
 Candidates_And_Officials_Vp_RFKJrDisapproval,
 Candidates_And_Officials_Vp_RFKJr_Approval_Dem,
 Candidates_And_Officials_Vp_RFKJr_Approval_GOP,

Candidates And Officials Vp RFKJr Approval

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove'

Internal Haystaq Model Name: rfk_jr_approval_2w_GB

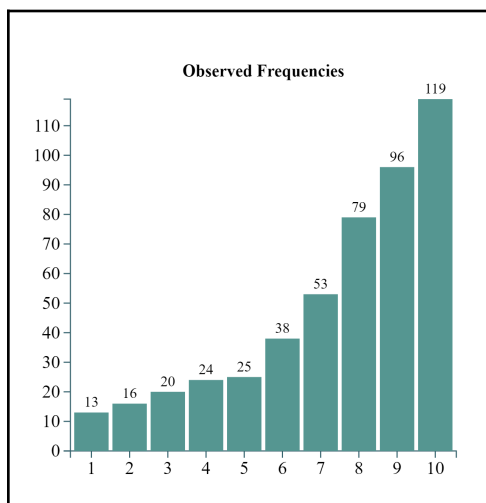
Postive_FLAG: 20%



Candidates And Officials Vp RFKJr Disapproval

Dependent Variable: Respondents who answered 'blah' vs those who answered 'blah' or 'blah'

Internal Haystaq Model Name: rfk_jr_approval_str_disapprove_aw_CT
 Negative_FLAG: 20%

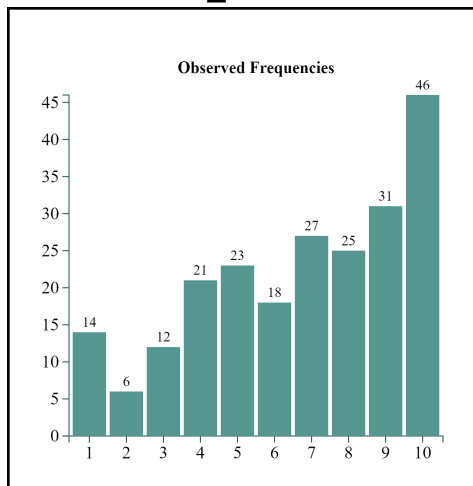


Candidates And Officials Vp RFKJr Approval Dem

***Note:** This score was limited to likely Democrats

Dependent Variable: Respondents who answered 'strongly approve','somewhat approve' vs those who answered 'strongly disapprove','somewhat disapprove'

Internal Haystaq Model Name: rfk_jr_approval_dem_2w_XG
 Postive_FLAG: 10%



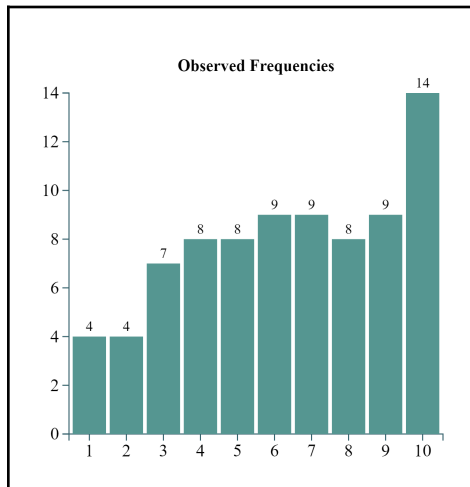
Candidates_And Officials_Vp_RFKJr_Approval_Gop

***Note: This score was limited to likely Republicans**

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'strongly disapprove' or 'somewhat disapprove'

Internal Haystaq Model Name: rfk_jr_approval_str_gop_2w2_LGB

Postive_FLAG: 10%



Type of Democrat

Source question:

Would you say you more closely align with progressive Democrats like Bernie Sanders, Elizabeth Warren and AOC or more moderate Democrats like Joe Biden, Nancy Pelosi, and Chuck Schumer?

Progressives, Moderates, Unsure

Included fields:

Ideology_Partisanship_Partisanship_Progressive_Vs_Moderate_Dem_Type_

Progressive,

Ideology_Partisanship_Partisanship_Progressive_Vs_Moderate_Dem_Type_Moderate

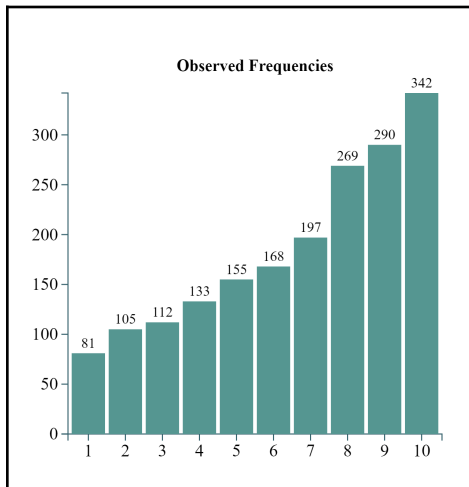
Ideology Partisanship Partisanship Progressive Vs Moderate Dem
_Type Progressive

***note: this score was limited to likely Democrats**

Dependent Variable: Respondents who said 'progressives' vs. those who said 'moderates' or 'unsure'

Internal Haystaq Model Name: dem_type_progressive_aw_GB

FLAG: 18%



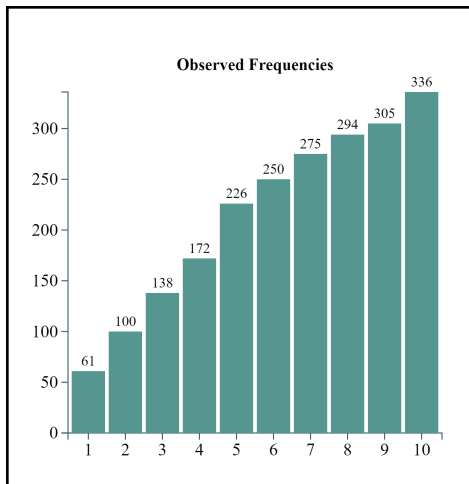
Ideology_Partisanship_Partisanship_Progressive_Vs_Moderate_Dem_Type_Moderate

***Note: This score was limited to likely Democrats**

Dependent Variable: Respondents who said 'moderates' vs. those who said 'progressives' or 'unsure'

Internal Haystaq Model Name: dem_type_moderate_aw_CT

FLAG: 25%



Gig Worker

Source question:

Have you ever worked for a “gig economy” company?

Never, Did In the Past/Do Not Now, Do now as side gig/extra income, Do gig work as primary income

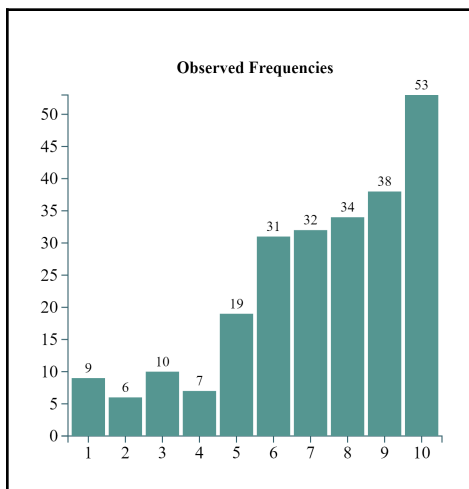
Included fields:

Economy_Gig_Worker_Worker_Gig_Now,
 Economy_Gig_Worker_Worker_Gig_Unlikely
 Economy_Gig_Worker_Worker_Gig_Ever

Economy_Gig_Worker_Worker_Gig_Now

Dependent Variable: Respondents who said 'part-time','full-time' vs. those who said 'never'

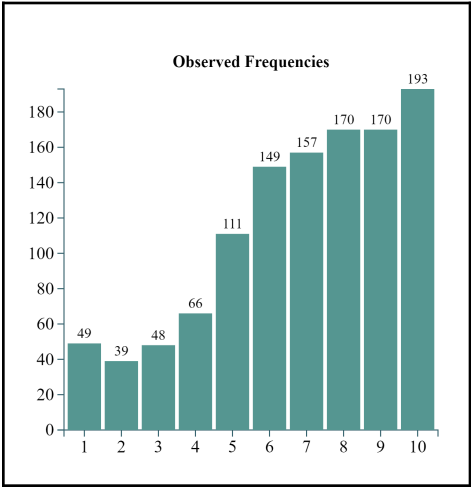
Internal Haystaq Model Name: gig_worker_now_aw_GB
 Postive_FLAG: 10%



Economy_Gig_Worker_Worker_Gig_Ever

Dependent Variable: Respondents who said 'part-time','full-time','did in the past','consider' vs. those who said 'never'

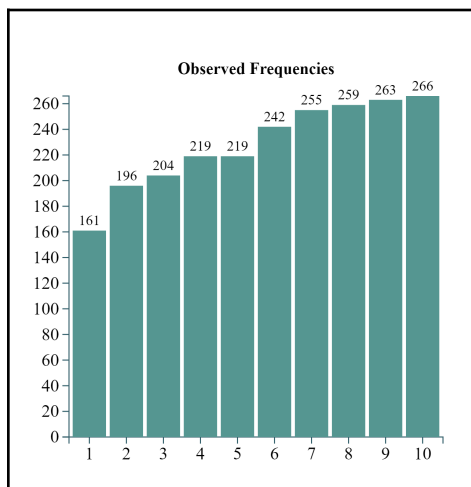
Internal Haystaq Model Name: gig_worker_ever_aw_CT
Negative_FLAG: 16%



Economy_Gig_Worker_Worker_Gig_Unlikely

Dependent Variable: Respondents who said 'never' vs 'did in the past', 'part-time','full-time'

Internal Haystaq Model Name: gig_worker_never_aw_GB
Negative_FLAG: 25%



GOP Type

***Note: this score limited to likely Republican voters only**

Source question:

Would you say you more closely align with establishment Republicans like Mitt Romney, Meghan McCain and Liz Cheney or more firebrand Republicans like Marjorie Taylor Greene, Ron Johnson and Ted Cruz?

Establishment, Firebrand, Unsure

Included fields:

Ideology_Partisanship_Partisanship_Establishment_Vs_Firebrand_GOP_Type_Firebrand,

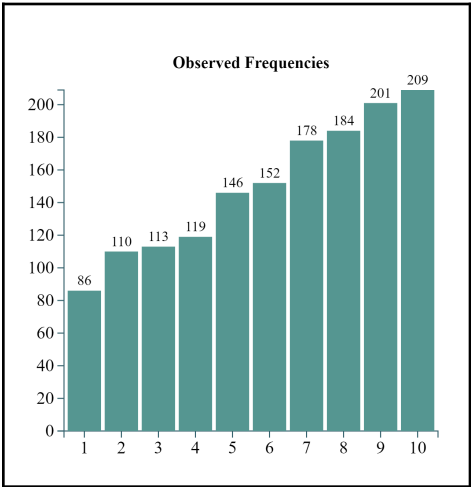
Ideology_Partisanship_Partisanship_Establishment_Vs_Firebrand_GOP_Type_Establishment

Ideology_Partisanship_Partisanship_Establishment_Vs_Firebrand_GOP_Type_Firebrand

Dependent Variable: Respondents who said 'firebrand' vs. those who said 'establishment' or 'unsure'

Internal Haystaq Model Name: gop_type_firebrand_aw_CT

Postive_FLAG: 25%

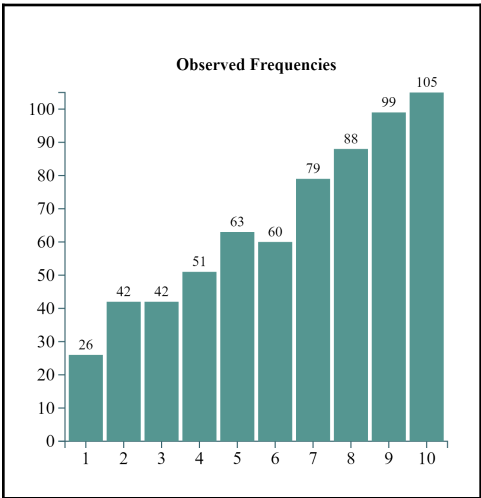


Ideology Partisanship Partisanship Establishment Vs Firebrand
GOP_Type Establishment

Dependent Variable: Respondents who said 'establishment' vs. those who said 'firebrand'

Internal Haystaq Model Name: gop_type_establishment_2w_XG

Negative_FLAG: 20%



Ticket Splitting

Source question:

Combined with Non Partisan Party answers along with Dem and GOP respondents who say they sometimes vote for the other party

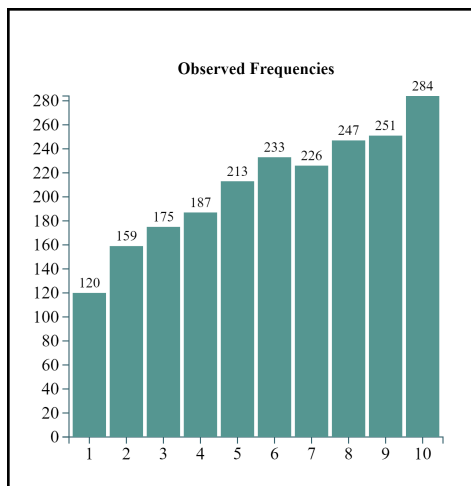
Included fields:

Behavior_Ticket_Splitting_Ticket_Splitter_Yes,
Behavior_Ticket_Splitting_Ticket_Splitter_No

Behavior_Ticket_Splitting_Ticket_Splitter_Yes

Dependent Variable: Respondents who said 'Non Partisan' or "Yes, Split Tickets" vs. those who said 'No','Unsure'

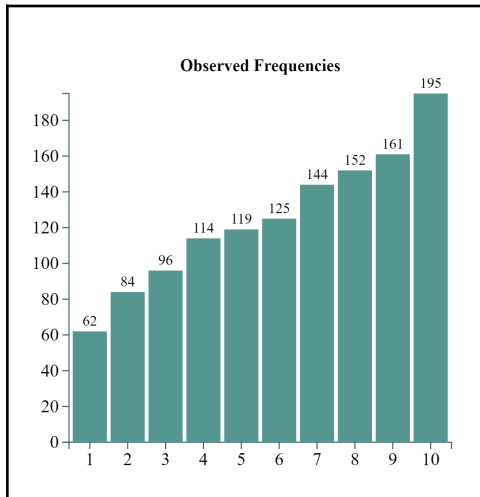
Internal Haystaq Model Name: ticket_splitting_yes_either_3rd_aw_CT
FLAG: 25%



Behavior_Ticket_Splitting_Ticket_Splitter_No

Dependent Variable: Respondents who said 'no' vs. those who said 'Non Partisan' or 'Yes, Unsure'

Internal Haystaq Model Name: ticket_splitting_no_either_3rd_aw_GB
FLAG: 20%



Ticket Splitting Dem

***Note: this score limited to likely Democratic voters only**

Source question:

Would you ever or have you ever voted for a Republican for any office?

Yes, No, Unsure

Included fields:

Behavior_Ticket_Splitting_Ticket_Splitter_Dem_Yes

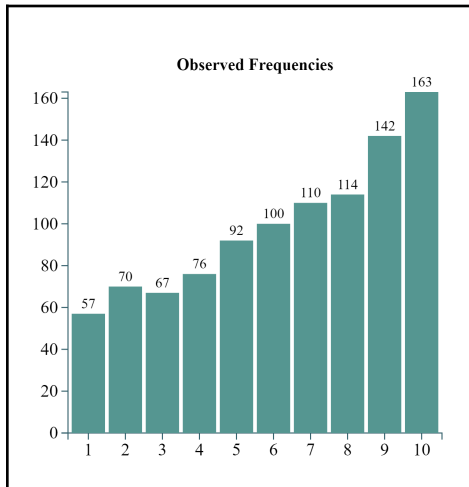
Behavior_Ticket_Splitting_Ticket_Splitter_Dem_No

Behavior_Ticket_Splitting_Ticket_Splitter_Dem_Yes

Dependent Variable: Respondents who said 'Yes' vs. those who said 'No,Unsure'

Internal Haystaq Model Name: ticket_splitting_yes_dem_aw_CT

FLAG: 15%

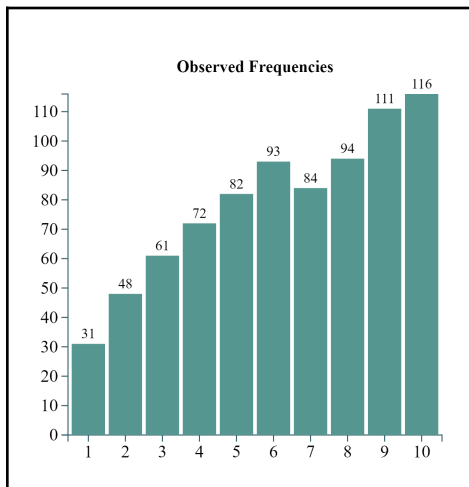


Behavior Ticket Splitting Ticket Splitter Dem No

Dependent Variable: Respondents who said 'No' vs those who said 'Yes, Unsure'

Internal Haystaq Model Name: ticket_splitting_no_dem_aw_GB

FLAG: 20%



Ticket Splitting Gop

***Note: this score limited to likely Republican voters only**

Source question:

Would you ever or have you ever voted for a Democrat for any office?
 Yes, No, Unsure

Included fields:

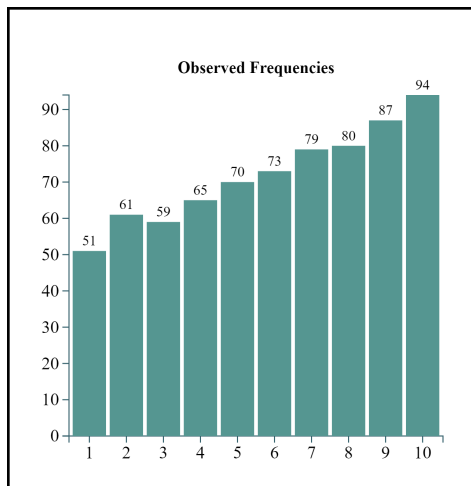
Behavior_Ticket_Splitting_Ticket_Splitter_GOP_Yes
 Behavior_Ticket_Splitting_Ticket_Splitter_GOP_No

Behavior_Ticket_Splitting_Ticket_Splitter_Gop_Yes

***Note: This score was limited to likely Republicans**

Dependent Variable: Respondents who said 'Yes' vs. those who said 'No,Unsure'

Internal Haystaq Model Name: ticket_splitting_yes_gop_2w_CT
 FLAG: 15%

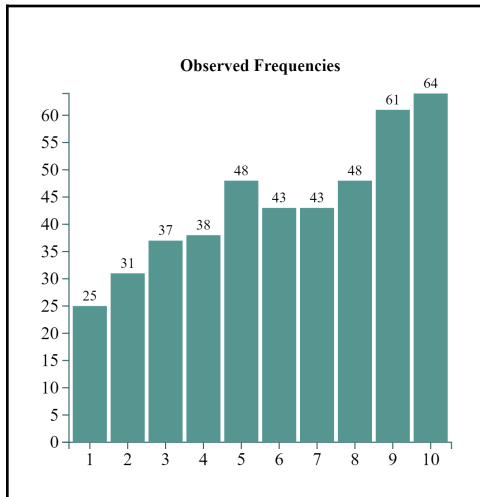


Behavior_Ticket_Splitting_Ticket_Splitter_Gop_No

***Note: This score was limited to likely Republicans**

Dependent Variable: Respondents who said 'No' vs those who said 'Yes,Unsure'

Internal Haystaq Model Name: ticket_splitting_no_gop_aw_CT
 FLAG: 20%



Tobacco Tax

Source question:

Would you support increasing the tax on vaping products, cigarettes and other tobacco products?

Yes, No, Unsure

Included fields:

Economy_Tobacco_Tax_Tobacco_Tax_Support

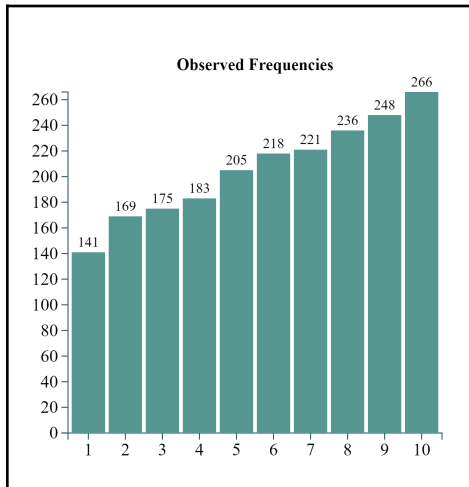
Economy_Tobacco_Tax_Tobacco_Tax_Oppose

Economy_Tobacco_Tax_Tobacco_Tax_Support

Dependent Variable: Respondents who said 'yes' vs. those who said 'no', 'unsure'

Internal Haystaq Model Name: tobacco_tax_yes_aw_CT

Postive_FLAG: 20 %

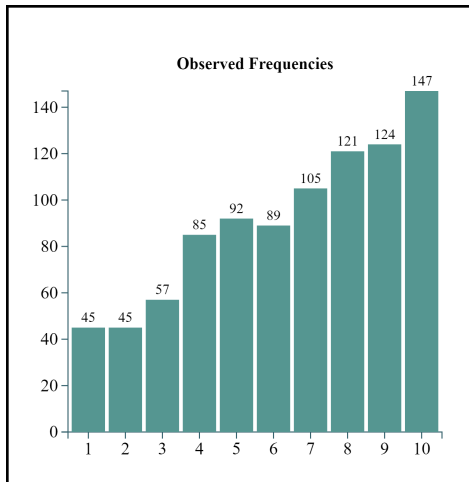


Economy_Tobacco_Tax_Tobacco_Tax_Oppose

Dependent Variable: Respondents who said 'no' vs. those who said 'yes','unsure'

Internal Haystaq Model Name: tobacco_tax_no_aw_XG

Negative_FLAG: 15%



TV Viewing

Source question: When you watch TV, what is your most frequent source? Traditional broadcast, cable and satellite TV or Paid streaming services such as Netflix, Hulu, and Disney+ or free platforms like Youtube, TikTok and Twitch or do you typically not watch TV?

Broadcast/Cable/Satellite TV, Paid Streaming Services, Free Platforms, Usually Don't Watch

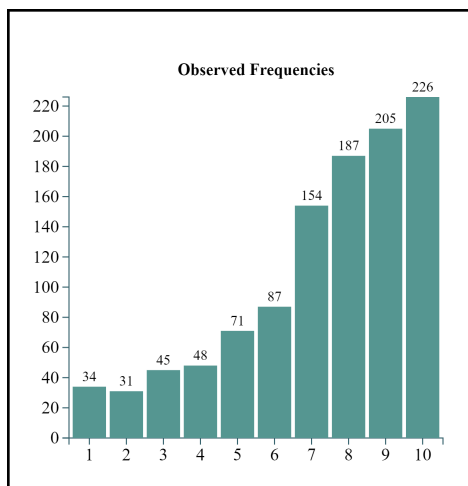
Included fields:

- Consumer_Focus_Tv_Viewer_Tv_Viewer_Watch_Live
- Consumer_Focus_Tv_Viewer_Tv_Viewer_Watch_Paid Streaming
- Consumer_Focus_Tv_Viewer_Tv_Viewer_Only_Free_Streaming
- Consumer_Focus_Tv_Viewer_Tv_Viewer__No

Consumer Focus Tv Viewer Tv Viewer Watch Live

Dependent Variable: Respondents who said 'traditional tv' vs. those who said 'paid streaming', 'free platforms', 'do not watch'

Internal Haystaq Model Name: tv_viewing_broadcast_cable_satellite_aw_CT
 FLAG: 20%

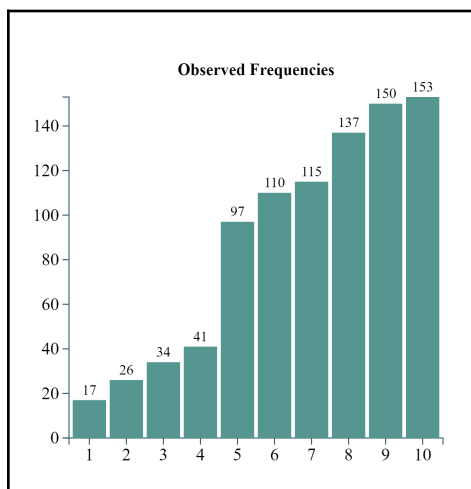


Consumer_Focus_Tv_Viewer_Tv_Viewer_Watch_Paid_Streaming

Dependent Variable: Respondents who said 'paid streaming' vs. those who said 'traditional tv','free platforms','do not watch'

Internal Haystaq Model Name: tv_viewing_paid_streaming_services_aw_XG

FLAG: 20%

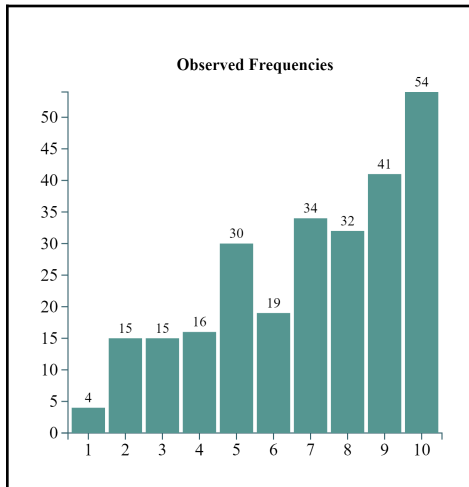


Consumer_Focus_Tv_Viewer_Tv_Viewer_Free_Streaming

Dependent Variable: Respondents who said 'free platforms' vs. those who said 'traditional tv','paid streaming','do not watch'

Internal Haystaq Model Name: tv_viewing_free_platforms_aw_GB

FLAG: 10%

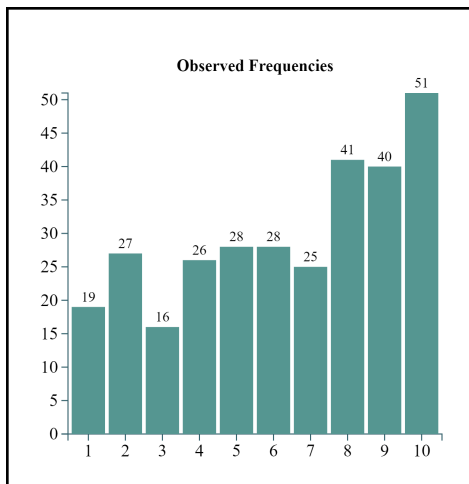


Consumer Focus Tv Viewer Tv Viewer No

Dependent Variable: Respondents who said 'do not watch' vs. those who said 'traditional tv','paid streaming','free platforms'

Internal Haystaq Model Name: tv_viewing_do_not_watch_aw_XG

FLAG: 10%



Partisanship

Source question:

When you vote, would you say that you always vote for Democrats, mostly vote for Democrats, mostly vote for Republicans, always vote for Republicans, or usually vote for a third party? Always Vote for Democrats, Mostly Vote for Democrats, Always Vote for Republicans, Mostly Vote for Republicans, Third Party

Included fields:

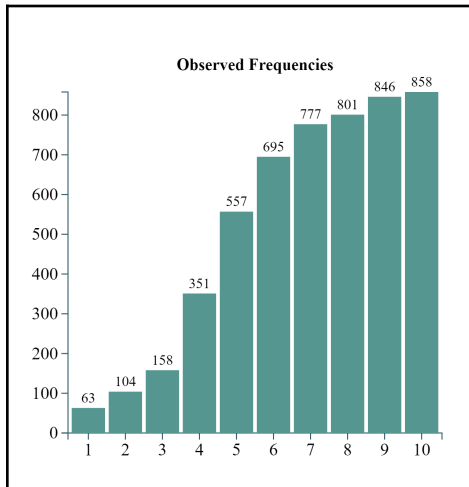
Partisanship_2w_Raw
Party Strong Democrat Score,
Party Democrat Score,
Party Weak Democrat Flag,
Party Independent Score,
Party Strong Republican Score,
Party Republican Score,
Party Weak Republican Flag

Partisanship_2w_raw

Dependent Variable: Respondents who said 'always democrats', 'mostly democrats' vs. 'always republicans', 'mostly republicans'

Internal Haystaq Model Name: partisanship_dem_2w_GB

Partisanship_2w_raw is the raw score for pollster use. For score stability, it is blended with the previous year's score.

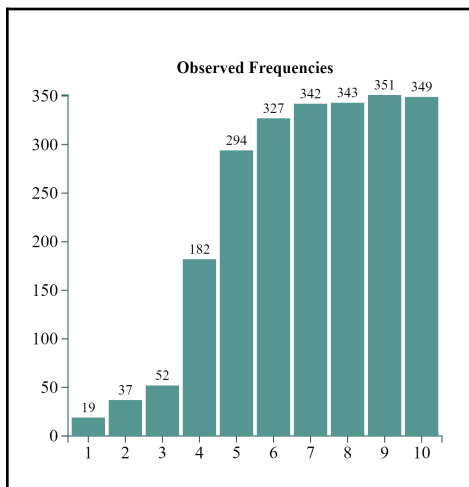


Ideology_Partisanship_Partisanship_Overall_party_dem_strong

Dependent Variable: Respondents who said 'Always vote for Democrats' vs. those who said 'Always vote for Republicans'

Internal Haystaq Model Name: partisanship_str_dem_2w_XG

FLAG: 10%

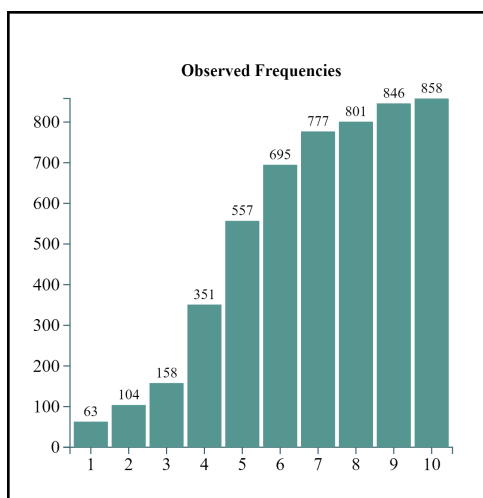


Ideology_Partisanship_Partisanship_Overall_party_dem

Dependent Variable: Respondents who said 'Always vote for Democrats' or 'Mostly Democrats' vs. those who said 'Always vote for Republicans', 'Mostly vote for Republicans'

Internal Haystaq Model Name: partisanship_dem_2w_GB

FLAG: 25%



Ideology_Partisanship_Partisanship_Overall_party_dem_weak

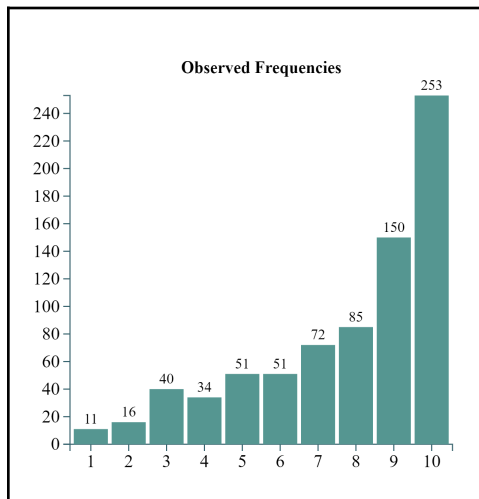
Combination of Party Strong Democrat Score & Party Democrat Score. Flagged for people who are in the top 50% of the Party Democrat Score but are not, but are not high enough to be flagged as Party Strong Democrat, Party Democrat, or Party Independent. This is only provided as a flag.

Ideology_Partisanship_Partisanship_Overall_party_indep

Dependent Variable: Respondents who said 'Third party' vs. those who said 'Always vote for Republicans' or 'Always vote for Democrats'

Internal Haystaq Model Name: partisanship_third_party_aw2_XG

FLAG: 10%



Ideology_Partisanship_Partisanship_Overall_party_gop_strong

Dependent Variable: Respondents who said 'Always vote for Republicans' vs. those who said 'Always vote for Democrats'

Internal Haystaq Model Name: inverse of partisanship_str_dem_2w_XG

FLAG: 10%

Ideology_Partisanship_Partisanship_Overall_party_gop

Dependent Variable: Respondents who said 'Always vote for Republicans', 'Mostly vote for Republicans' vs. those who said 'Always vote for Democrats' or 'Mostly Democrats'

Internal Haystaq Model Name: inverse of partisanship_dem_2w_GB

FLAG: 25%

Ideology_Partisanship_Partisanship_Overall_party_gop_weak

Combination of Party Strong Republican Score & Party Republican Score. Flagged for people who are in the top 50% of the Party Republican Score but are not, but are not high enough to be flagged as Party Republican Democrat, Party Republican, or Party Independent.

This is only provided as a flag

Race College Admissions

Source question:

Recently, the U.S. Supreme Court decided colleges and universities can no longer take race or ethnicity into consideration during the admissions process. Should colleges and universities be allowed to consider race during admissions?

Unsure , Should Consider Race ,Should Not Consider Race

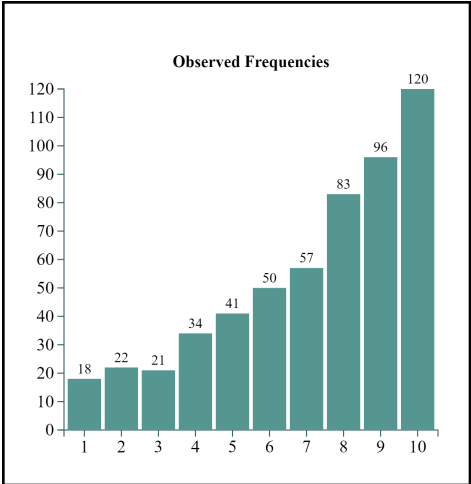
Included fields:

Political_Activism_And_Strife_College_Admissions_Consider_Race,
Political_Activism_And_Strife_College_Admissions_Do_Not_Consider_Race

Political Activism And Strife College Admissions Consider Race

Dependent Variable: Respondents who answered 'consider race' vs those who answered 'do not consider race','unsure'

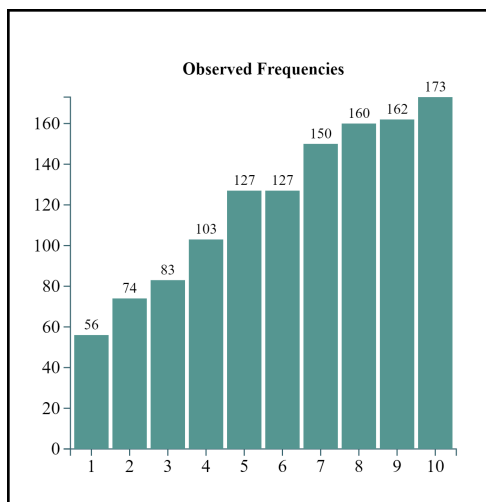
Internal Haystaq Model Name: race_college_admissions_consider_aw_CT
Postive_FLAG: 20%



Political Activism And Strife College Admissions Do Not Consider Race

Dependent Variable: Respondents who answered 'do not consider race' vs those who answered 'consider race','unsure'

Internal Haystaq Model Name: race_college_admissions_do_not_consider_aw_CT
 Negative_FLAG: 25%



Candidate Mail

Source question:

Do you read mail sent by candidates running for office?
 No, Glance at it, Read it carefully

Included fields:

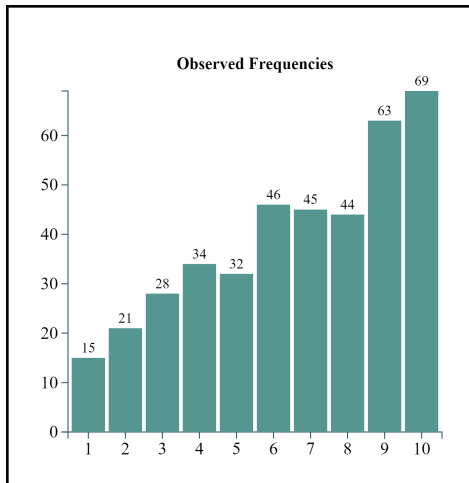
Mail_Readership_Candidate_Mail_Read_Carefully,
 Mail_Readership_Candidate_Mail_Do_Not_Read

Mail_Readership_Candidate_Mail_Read_Carefully

Dependent Variable: Respondents who answered 'read it carefully' vs those who answered 'glance at it','no'

Internal Haystaq Model Name: candidate_mail_read_carefully_aw_CT

Postive_FLAG: 15%

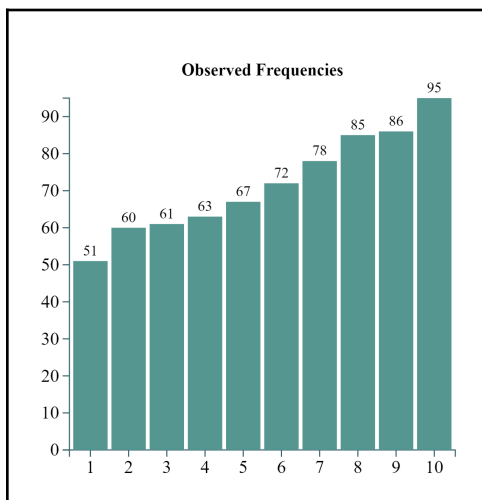


Mail_Readership_Candidate_Mail_Do_Not_Read

Dependent Variable: Respondents who answered 'no' vs those who answered 'read it carefully'

Internal Haystaq Model Name: candidate_mail_no_2w_CT

Negative_FLAG: 20%



Home Buying

Source question:

Thinking about your housing situation, would you like to buy a home in the coming years? No, I own and am happy with my Home, Yes, I own but I'd like to move or upgrade homes or buy a second home, Yes, I'd like to buy a home, No, I'd like to buy a home, but probably cannot afford it, No, I would not want to buy a home right now

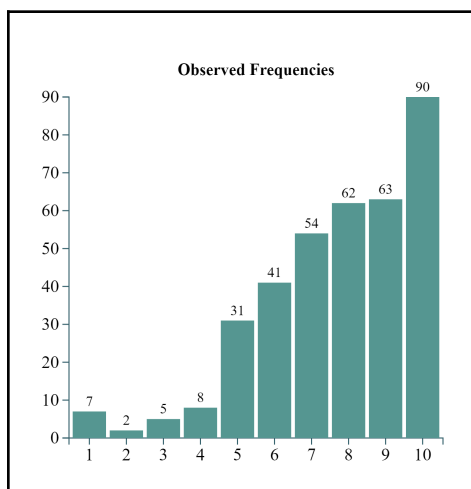
Included fields:

- Home_Buying_Soon_First,
- Home_Buying_Soon_Repeat_Buyer,
- Home_Buying_Cannot_Afford,
- Home_Buying_Own_Not_Buying,
- Home_Buying_Do_Not_Want,
- Home_Buying_Yes,
- Home_Buying_No

Home Buying Soon First

Dependent Variable: Respondents who answered (Yes, I'd like to buy a home) vs those who answered ('own and happy','own upgrade or second', 'can not afford', 'do not want')

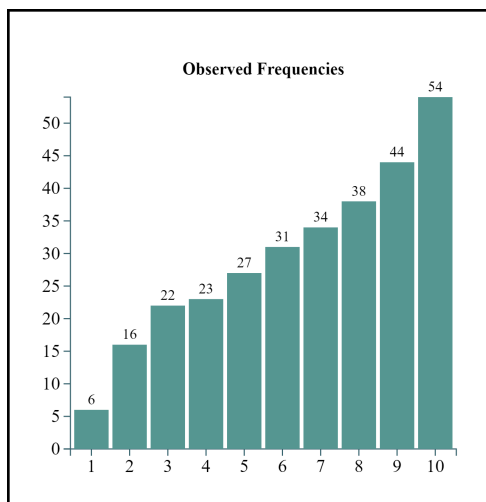
Internal Haystaq Model Name: home_buying_soon_first_home_aw_XG
 Postive_FLAG: 10%



Home_Buying_Soon_Repeat_Buyer

Dependent Variable: Respondents who answered ('own upgrade or second') vs those who answered ('yes','own and happy','can not afford', 'do not want')

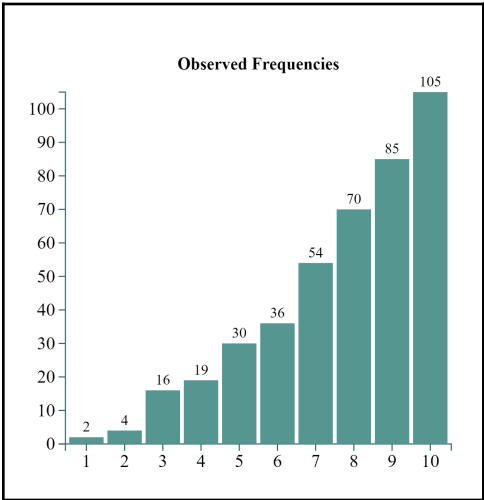
Internal Haystaq Model Name: home_buying_repeat_buyer_aw_XG
 Negative_FLAG: 10%



Home_Buying_Cannot_Afford

Dependent Variable: Respondents who answered 'can not afford' vs those who answered 'own and happy', 'own upgrade or second','yes', 'do not want'

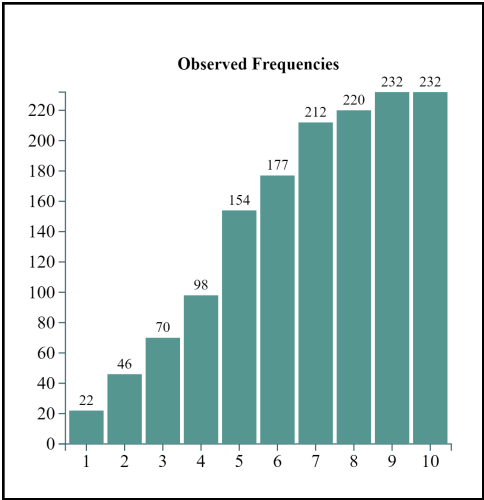
Internal Haystaq Model Name: home_buying_can_not_afford_aw_GB
 Negative_FLAG: 18%



Home_Buying_Own

Dependent Variable: Respondents who answered 'own and happy', 'own upgrade or second' vs those who answered 'yes', 'can not afford', 'do not want'

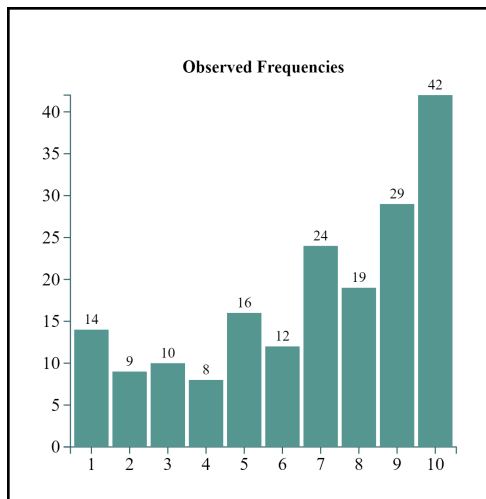
Internal Haystaq Model Name: home_buying_own_CT
Negative_FLAG: 35%



Home_Buying_Do_Not_Want

Dependent Variable: Respondents who answered 'do not want' vs those who answered 'own and happy', 'own upgrade or second', 'yes', 'can not afford'

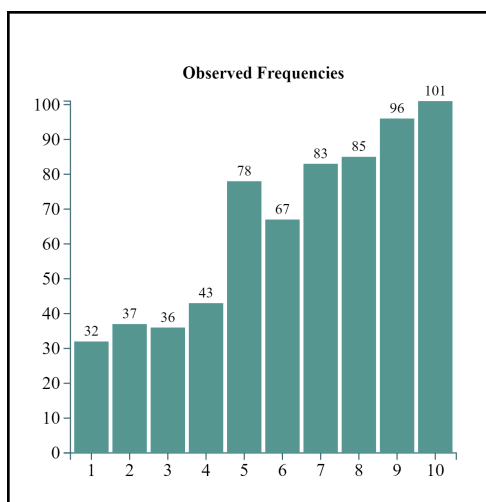
Internal Haystaq Model Name: home_buying_do_not_want_GB
 Negative_FLAG: 8%



Home_Buying_Yes

Dependent Variable: Respondents who answered 'yes','own upgrade or second' vs those who answered 'own and happy','can not afford', 'do not want'

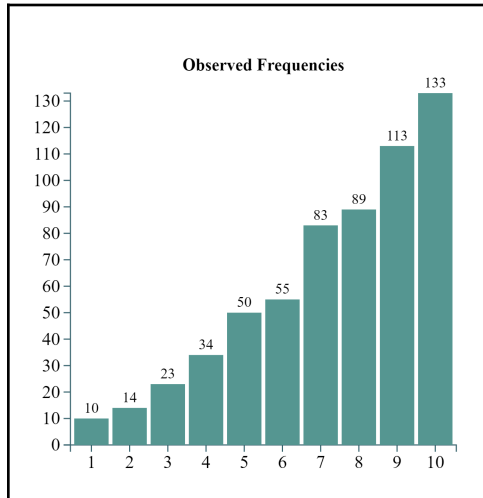
Internal Haystaq Model Name: home_buying_any_aw_CT
 Negative_FLAG: 20%



Home_Buying_No

Dependent Variable: Respondents who answered 'do not want', 'can not afford' vs those who answered 'own and happy', 'own upgrade or second', 'yes'

Internal Haystaq Model Name: home_buying_no_XG
 Negative_FLAG: 20%



AI

Source question:

Does the increased use of artificial intelligence in daily life make you feel more excited or more concerned?

Unsure/Unfamiliar, More Excited , Equally Concerned and Excited, More Concerned

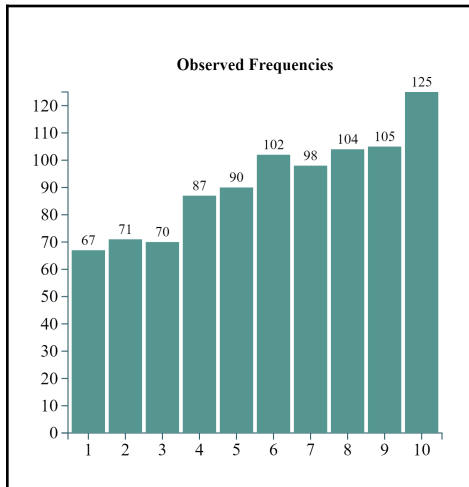
Included fields:

Artificial_Intelligence_Excited,
 Artificial_Intelligence_Concerned

Artificial Intelligence Excited

Dependent Variable: Respondents who answered 'excited' vs those who answered 'unsure', 'equal', 'concerned'

Internal Haystaq Model Name: ai_any_excited_aw_LGB
 Postive_FLAG: 10%

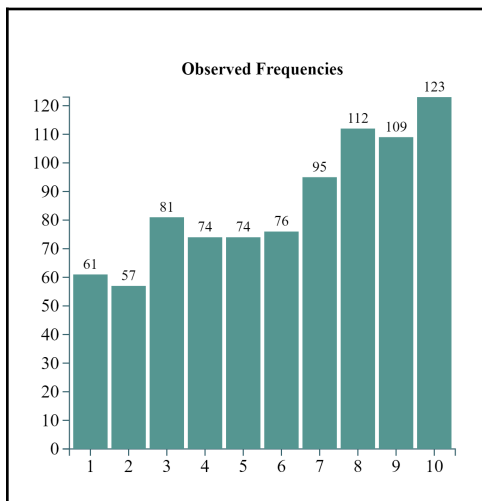


Artificial_Intelligence_Concerned

Dependent Variable: Respondents who answered 'concerned' vs those who answered 'unsure','excited','equal'

Internal Haystaq Model Name: ai_concerned_aw_CT

Negative_FLAG: 30%



Israel / Palestine

Source question:

Do you approve of Israel’s Military Actions in Gaza?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove

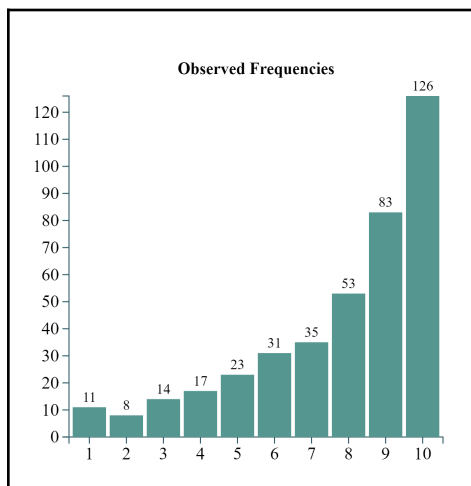
Included fields:

Military_International_Israel_Gaza_Support_Israel,
 Military_International_Israel_Gaza_Oppose_Israel

Military_International_Israel_Gaza_Support_Israel

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'somewhat disapprove','strongly disapprove','unsure'

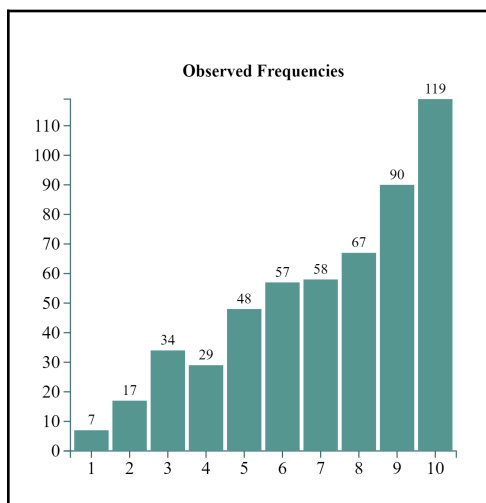
Internal Haystaq Model Name: israel_palestine_israel_strong_approve_aw_CT
 Postive_FLAG: 20%



Military International Israel Gaza Oppose Israel

Dependent Variable: Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve', 'somewhat approve','unsure'

Internal Haystaq Model Name: israel_palestine_israel_strongly_disapprove_aw_XG
 Negative_FLAG: 20%

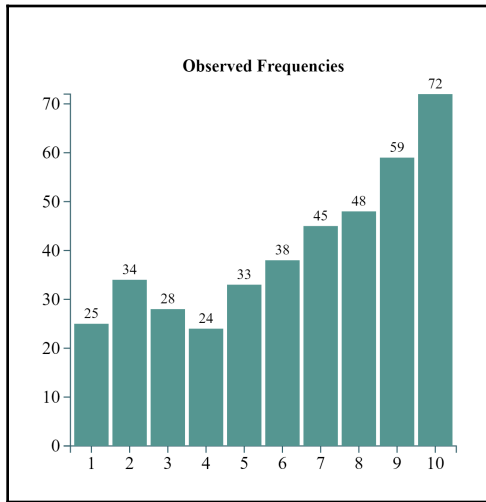


Military International Israel Gaza Oppose Israel Dem

***Note:** this score limited to likely Democratic voters only

Dependent Variable: Respondents who answered 'strongly disapprove' vs those who answered 'strongly approve', 'somewhat approve','unsure'

Internal Haystaq Model Name:
 israel_palestine_israel_strongly_disapprove_dem_aw_XG
 Negative_FLAG: 20%



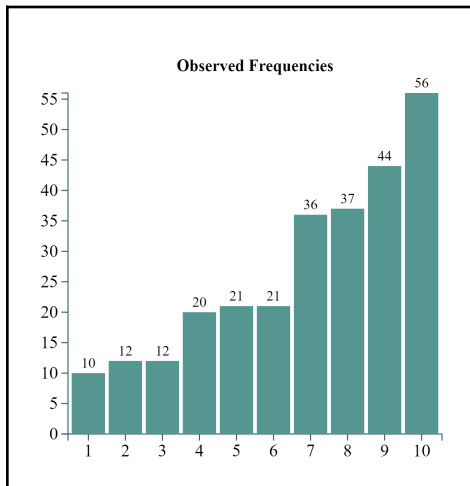
Military International Israel Gaza Support Israel Dem

***Note: this score limited to likely Democratic voters only**

Dependent Variable: Respondents who answered 'strongly approve' vs those who answered 'somewhat disapprove','strongly disapprove','unsure'

Internal Haystaq Model Name: israel_palestine_israel_approve_dem_aw_CT

Postive_FLAG: 15%



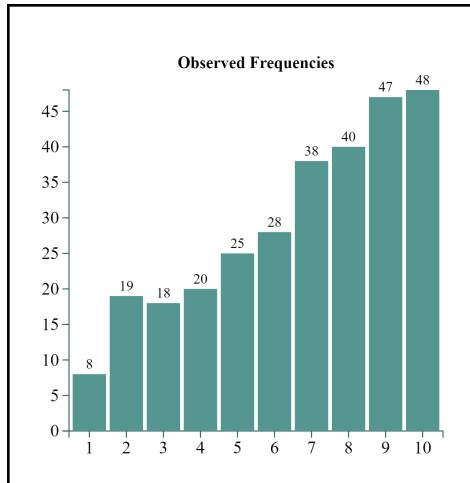
Military International Israel Gaza Support Israel Gop

***Note: this score limited to likely Republican voters only**

Dependent Variable: Respondents who answered 'strongly approve', 'somewhat approve' vs those who answered 'somewhat disapprove','strongly disapprove','unsure'

Internal Haystaq Model Name: israel_palestine_israel_strong_approve_GOP_aw_CT

Postive_FLAG: 20%



Aliens

Source question:

These past couple of years, the federal government has declassified, held congressional hearings about and posted videos of 'UAPs' or Unidentified Aerial Phenomena also known as UFOs. Do you think these disclosures contain the majority information on the topic or is there more that the government isn't telling us?

No Opinion/Unsure, Disclosed Most of What They Know, Government Hiding Information, Government Hiding Physical Evidence

Included fields:

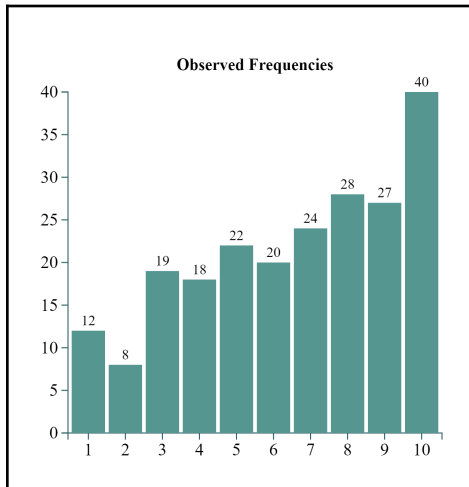
Alien_Disclosure_Govt_Disclosed_Most,
Alien_Disclosure_Govt_Hides_Much

Alien_Disclosure_Govt_Disclosed_Most

Dependent Variable: Respondents who answered 'disclosed most' vs those who answered 'government hiding more','government hiding some'

Internal Haystaq Model Name: aliens_govt_disclosed_aw2_LGB

Postive_FLAG: 10%

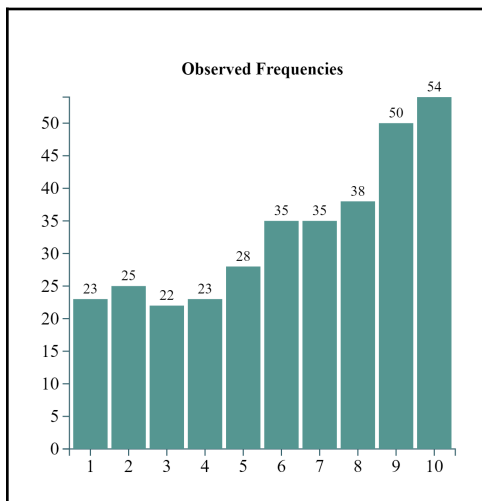


Alien Disclosure Govt Hides Much

Dependent Variable: Respondents who answered 'government hiding more' vs those who answered 'government hiding some', 'disclosed most', 'unsure'

Internal Haystaq Model Name: aliens_govt_hiding_most_aw2_CT

Negative_FLAG: 20%



Politician Age

Source question:

Would you support or oppose a maximum age of 75 for federally elected officials?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove

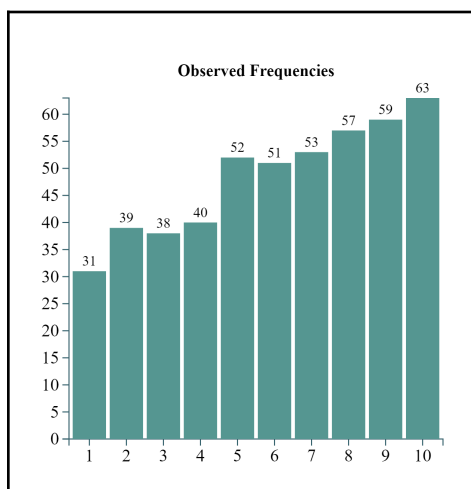
Included fields:

Candidates_And_Officials_Support_Age_Limit,
Candidates_And_Officials_Support_Age_Limit_Dem

Candidates_And_Officials_Support_Age_Limit

Dependent Variable: Respondents who answered 'strongly support' vs those who answered 'somewhat oppose','strongly oppose','unsure'

Internal Haystaq Model Name: politician_age_limit_strongly_support_aw_XG
Postive_FLAG: 20%

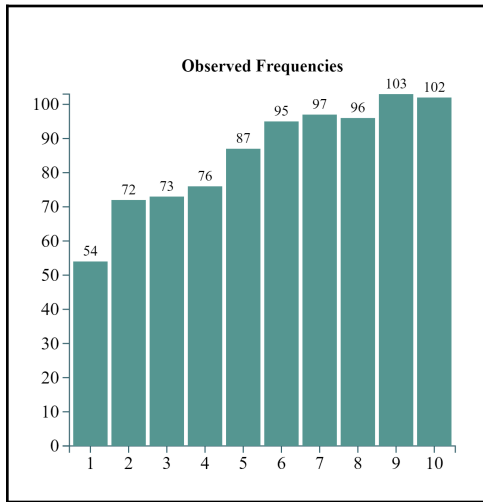


Candidates_And_Officials_Support_Age_Limit_Dem

***Note:** This score was limited to likely Democrats

Dependent Variable: Respondents who answered 'strongly support' vs those who answered 'somewhat oppose','strongly oppose','unsure'

Internal Haystaq Model Name: politician_age_limit_strongly_support_dem_aw_LGB
Negative_FLAG: 15%



Stadium Financing

Source question:

Generally, would you approve of the use of your local taxes to fund the building or enhancement of a professional sports stadium to attract or retain a team?

Unsure ,Strongly Approve, Somewhat Approve, Somewhat Disapprove, Strongly Disapprove

Included fields:

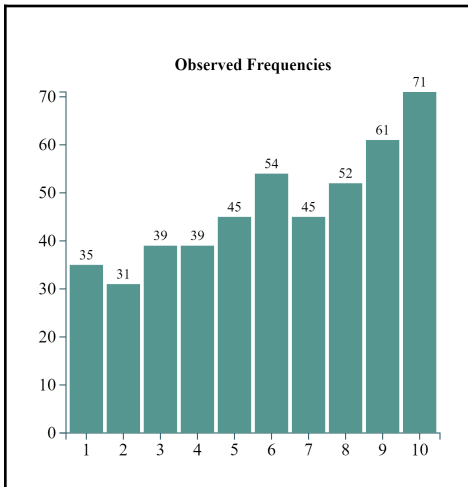
Stadium_Public_Financing_Approve,
Stadium_Public_Financing_Disapprove

Stadium_Public_Financing_Approve

Dependent Variable: Respondents who answered 'blah' vs those who answered 'blah' or 'blah'

Internal Haystaq Model Name: stadium_financing_approve_2w_CT

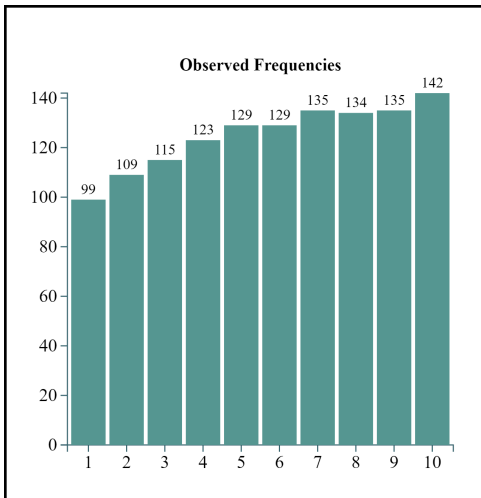
Postive_FLAG: 15%



Stadium_Public_Financing_Disapprove

Dependent Variable: Respondents who answered ‘blah’ vs those who answered ‘blah’ or ‘blah’

Internal Haystaq Model Name: stadium_financing_disapprove_aw_CT
 Negative_FLAG: 20%



Despondency

Source question:

How close are you to where you thought you would be at this stage of your life?

Far Ahead, A little Ahead, On Pace, A little Behind, Far Behind

Included fields:

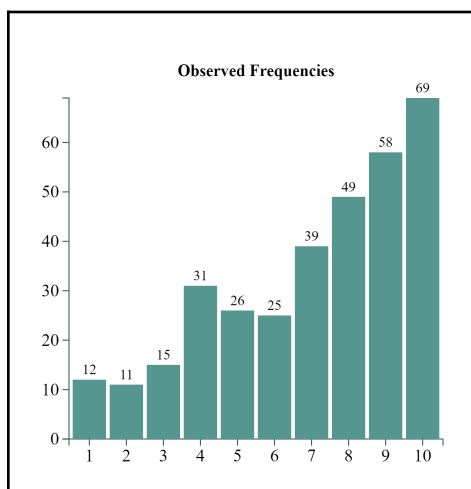
- despondency_far_behind,
- despondency_on_pace,
- despondency_far_ahead

Despondency_Far_Behind

Dependent Variable: Respondents who answered 'far behind' vs those who answered 'far ahead','a little ahead','on pace'

Internal Haystaq Model Name: despondency_far_behind_aw_CT

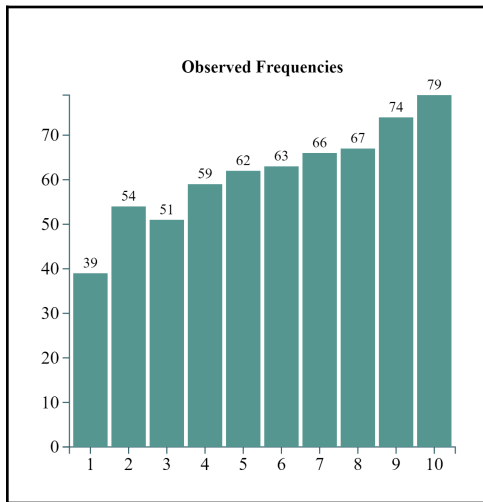
Postive_FLAG: 20%



Despondency_On_Pace

Dependent Variable: Respondents who answered 'on pace' vs those who answered 'far ahead', 'a little ahead', 'a little behind', 'far behind'

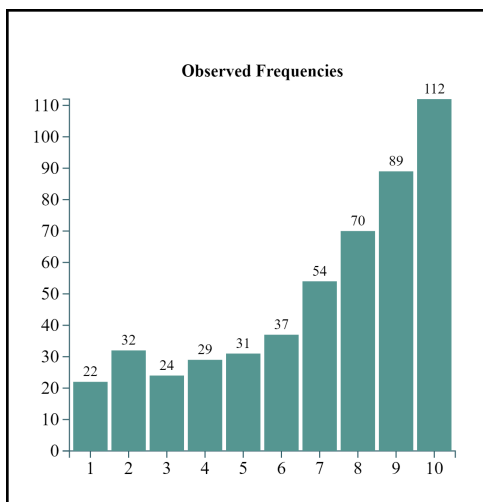
Internal Haystaq Model Name: despondency_on_pace_aw2_XG
 Negative_FLAG: 20%



Despondency_Ahead

Dependent Variable: Respondents who answered "far ahead" vs those who answered 'on pace', 'a little behind', 'far behind'

Internal Haystaq Model Name: despondency_ahead_aw_XG
 Negative_FLAG: 15%



Absentee/Vote by Mail and Early Voting

Source:

Vote history method of voting available on the voter file.

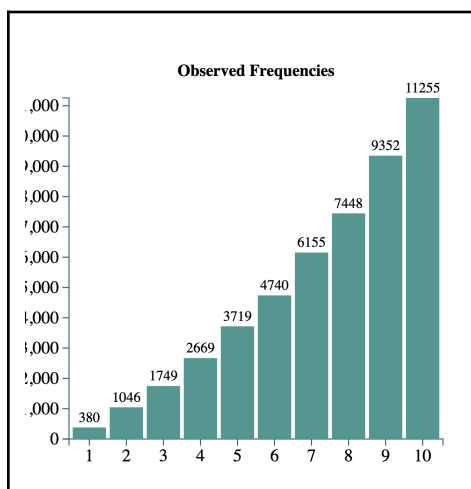
Included fields:

absentee_voting_score,
early_voting_score

Absentee/Vote by Mail Voting Score

Dependent Variable: Registered voters who voted in the 2020 presidential election absentee/vote by mail vs. those who were eligible to vote in the 2020 presidential election but did not vote, in states where there was absentee/vote by mail voting.

Internal Haystaq Model Name: absentee_voting_score



Likely_vbm_flag

Positive_FLAG: 30%

unlikely_vbm_flag

Negative_FLAG: bottom 35%

Early Voting Score

Dependent Variable: Registered voters who voted early in the 2020 presidential election vs. those who were eligible to vote in the 2020 presidential election but did not vote, in states where there was early voting.

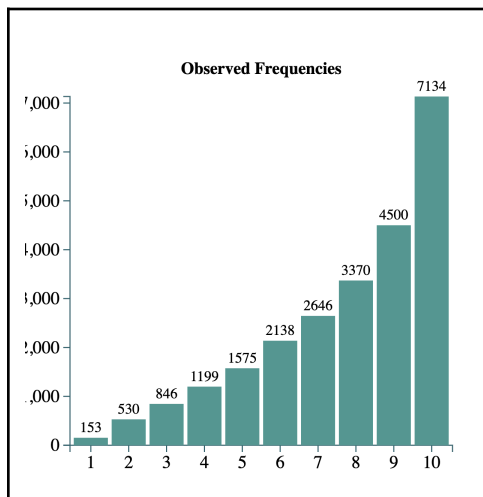
Internal Haystaq Model Name: early_voting_score

Likely_EV_flag

Positive_FLAG: 20%

Unlikely_Ev_flag

Negative_FLAG: bottom 50%



Turnout Scores

Source:

Vote history available on the voter file. This is calibrated to be presidential year turnout.

Included fields: general_turnout_score

General Turnout Score

Dependent Variable: Registered voters who voted in the 2020 presidential election vs. those who were eligible to vote in the 2020 presidential election but did not vote

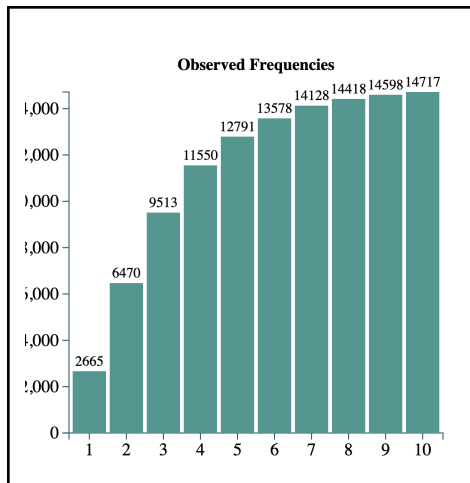
Internal Haystaq Model Name: general_turnout_score

Likely_Presidential_Voter_flag

Positive_FLAG: 55%

Unlikely_Presidential_Voter_flag

Negative_FLAG: 45%



Combination Flags

Source:

Combining Turnout Scores with Absentee and Early Vote Scores

Included fields: likely_presidential_voter_and_likely_vbm_flag,
likely_presidential_voter_and_unlikely_vbm_flag,
unlikely_presidential_voter_and_unlikely_vbm_flag,
likely_presidential_voter_and_likely_ev_flag,
likely_presidential_voter_and_unlikely_ev_flag

Likely_Presidential_voter_and_Likely_vbm_flag

Dependent Variable: High Turnout and Likely Absentee Voters

Positive_FLAG: Turnout top 55% Vote By Mail top 35%

Likely_Presidential_voter_and_Unlikely_vbm_flag

Dependent Variable: High Turnout and Unlikely Absentee Voters

Positive_FLAG: Turnout top 55% Vote By Mail bottom 65%

Unlikely_Presidential_voter_and_Unlikely_vbm_flag

Dependent Variable: Low Turnout and Likely Absentee Voters

Positive_FLAG: Turnout bottom 45% Vote By Mail top 20%

Likely_Presidential_voter_and_Likely_ev_flag

Dependent Variable: High Turnout and Likely Early Voters

Positive_FLAG: Turnout top 55% Early Voters top 20%

Likely_Presidential_voter_and_Unlikely_ev_flag

Dependent Variable: Low Turnout and Unlikely Early Voters

Positive_FLAG: Turnout bottom 45% Early Voters bottom 50%