

Haystaq L2 National Scores 2025

Our models are attached to over 218 million individual voters and can be easily matched to your voter file or combined to create custom audiences. Every voter has a score between 1 and 100 allowing you to rank order your universe from most supportive to least on any issue.

Behavior

Activism
Ballot Drop Off
Charity Type
Church Attendance
Mail Readership
Importance of Religion
Responsiveness
Ticket Splitting
Electric Vehicle Ownership
Trust in Science
Reads Candidate Mail
Despondency
View of Opposition **(NEW)**

Candidates and Officials

Harris v Trump
JD Vance **(NEW)**
Alexandria Ocasio Cortez
Elon Musk **(NEW)**
Bernie Sanders
Robert F. Kennedy
Pete Buttigieg
Ron DeSantis
Donald Trump
Kamala Harris
Hakeem Jeffries
Nikki Haley
Mike Johnson **(NEW)**
Gavin Newsom
Ro Khanna **(NEW)**
Minority Candidates
Female Candidates
Official Age Limit

Consumer Focus

Consumer Values
Podcast Listener **(NEW)**
Crypto Buyer **(NEW)**
Rideshare User

TV Viewing
Home Buying

Education

Charter Schools
Common Core
Free Community College
School Spending
Teacher Unions

Environment

Environment- Climate Change
Gas Tax
Green New Deal
Gas or Oil Pipelines
Environmental Regulations **(NEW)**

Healthcare

Abortion
Affordable Care Act/Obamacare
Family Medical Leave
Medicaid Expansion
Medicare For All
Opioid Crisis Response

Ideology

Partisanship
Establishment v Firebrand
Third Party
Ideology - General
Ideology - Fiscal
Ideology - Social
Tribalism
Type of Democrat
GOP Type

Media

Social Media Truth vs Free Speech
Social Media User
TV- Trusted News Source
CNN, Fox, MSNBC

Economy

Affordable Housing
Amazon
Unions
Autonomous Vehicles
View On Capitalism
Congressional Stock Trading
Crypto Currency
Economic Anxiety
Electric Vehicle Ownership
Gentrification
Gig Opinion
Gig Worker
Income Inequality
Trump Tariff **(NEW)**
Inflation Fault
Infrastructure Spending
Job Seeker
Jobs Guarantee
Fifteen Dollar Minimum Wage
Wealth Acquisition
Social Security
Home Insurance **(NEW)**
Tax Cuts
Public Stadium Financing

Turnout

Absentee/Vote by Mail and Early Voting
Early Vote likeness
Presidential Turnout
Turnout Scores

Role of Government

Casinos
Civil Liberties
Death Penalty
Gun Control
Marijuana Legalization
Online Gambling
Public Transit Funding
Artificial intelligence
DOGE **(NEW)**
Sale of Federal Lands **(NEW)**
FEMA **(NEW)**

Military/International/Borders

Biden Foreign Policy

China Foreign Policy
Defense Spending
View of Immigration
ICE
Mass Deportations **(NEW)**
Mexican Wall
War in Ukraine **(Updated)**
Military Family Relationship
Israel/ Palestine **(Updated)**

Political Activism & Strife

Black Lives Matter
Critical Race Theory
DEI **(NEW)**
Police **(NEW)**
January Sixth **(Updated)**
Medical Care for Gender Transition
Political Donations
United Health Care **(NEW)**
Qanon
Trump Voter Fraud
Same-Sex Marriage
Trust Science
Violent Crime
Gentrification
Violent Crime Anxiety
Race in College Admissions
Aliens

Voting

Early Vote
Felons Voting
Rank Choice Voting
Primary Election Choice
Redistricting
Voting Fraud
Universal Voting

Further details of the scores can be found at [here](#) or at haystaqdna.com/politicalhq/ or contact us at info@haystaqdna.com