

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
- 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

China Foreign Policy
Defense Spending

View of Immigration
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)**
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