



2016 VOTER MODELS

L2/HaystackDNA

Affordable Housing
Corporate Bailouts
Black Lives Matter
Casinos
Pro-Choice/Pro-Life
Church Attendance
Pathway to Citizenship
Citizens United (Campaign Finance)
Civil Liberties
Death Penalty
Ballot Drop Off
Drug Price Controls
Voter Fraud
Climate Change
Renewable Energy
Fracking
Gun Laws
Environmental Regulation
Genetically Modified Food
Hillary Clinton Supporters
Donald Trump Supporters
Humanitarian Intervention
Hunting and Fishing Amendments
Fiscal Conservative/Liberal
Social Conservative/Liberal
Marijuana Legalization
Gay Marriage
Mexican Border Wall
Military Intervention
Minimum Wage Increase
Momentum Support for Candidate

L2/DonorBureau

Donald Trump - Supporter
Donald Trump - Donor

Muslim Ban

Affordable Care Act (Obamacare)
Online Gaming
Party Strong Democrat/Republican
Party Democrat/Republican
Presidential Candidate Undecided
Party Primary
Public Transportation
Redistricting
Rideshare User
Rideshare Encourage
Right to Work
School Choice
Common Core
School Funding
Supreme Court Confirmation
Social Media Usage
Social Media Frequency
Social Security Income Cap
Ticket Splitter
Tea Party
Tobacco Tax
Transgender Bathrooms
Likely Kasich Primary Supporter
Likely Republican Primary Voter
Opposing Trump
Trump—Uncomfortable Supporting
Trump—Proud to Support
Likely Sanders Primary Supporter
Likely Clinton Primary Supporter
Likely Trump Primary Supporter
Likely Cruz Primary Supporter

Gary Johnson - Supporter
Gary Johnson - Donor