

Medical Segments (predictive)



Doesn't have a political preference but is politically aware
Inferred Republican
Inferred Unregistered
Inferred Independent
Inferred Democrat
Dissatisfied Democrats, anarchists or Marxists
Doesn't have a political preference but is politically aware
Social conservatives with a preference for small government
Believers in big government and generally aligned with Democratic party
Conservatives who may be somewhat disgruntled, with some harboring anti-government feelings
Swing voters who lean towards liberal causes but don't show a strong affinity in that direction
Somewhat conservative voters who are open to liberal causes like environment and income equality
Doesn't exhibit political preference and remains unconnected
Inferred 43-44 year olds
Voted in at least the last 1/4+ even year general elections (2018, 2016, 2014, 2012)
Voted in at least the last 2/4+ even year general elections (2018, 2016, 2014, 2012)
Voted in at least the last 3/4+ even year general elections (2018, 2016, 2014, 2012)
Voted in the last 4/4 even year general elections (2018, 2016, 2014, 2012)
Voted in at least the last 1/4+ even year primary elections (2018, 2016, 2014, 2012)
Voted in at least the last 2/4+ even year primary elections (2018, 2016, 2014, 2012)
Voted in at least the last 3/4+ even year primary elections (2018, 2016, 2014, 2012)
Voted in the last 4/4 even year primary elections (2018, 2016, 2014, 2012)
Registered Republicans or modeled Republicans in those states where party ID isn't done by registration
Registered Democrats or modeled Democrats in those states where party ID isn't done by registration
Voters not registered with a party or likely independents in those states where party ID isn't done by registration
Likely strong Republicans based on the L2/HaystaqDNA models // Voter file//L2 Modeled Republicans
Likely strong Democrats based on the L2/HaystaqDNA models // Voter file//L2 Modeled Democrats
Likely soft Republicans based on the L2/HaystaqDNA models
Likely soft Democrats based on the L2/HaystaqDNA models
Likely Moderates based on the L2/HaystaqDNA models // L2 flagged as Non-Partisan
Voters born after 1996
Voters born between 1980 and 1995
Voters born between 1965 and 1979
Voters born between 1946 and 1964
Voters born between 1928 and 1945
Voters that are coded as European/Caucasian using L2's ethnic coding
All voters coded as Hispanic, Likely-African American, and East of South Asian
Voters that are coded as Hispanic using L2's ethnic coding
Voters that are coded as Likely African American using L2's ethnic coding
Voters registered since November 6, 2018
Voters registered since November 8, 2016
Likely General Election 2020 models based off of L2/HaystaqDNA's national modeling
Likely Trump Supporter models based off of L2/HaystaqDNA's national modeling
Likely Biden supporter models based off of L2/HaystaqDNA's national modeling
Likely supporters of the Black Lives Matter movement models based off of L2/HaystaqDNA's national modeling
Likely early general voter model models based off of L2/HaystaqDNA's national modeling
Likely mail/absentee general voter models based off of L2/HaystaqDNA's national modeling
Likely to split tickets and voter for a Republican or Democrat models based off of L2/HaystaqDNA's national modeling
0 of 6 Even Year Generals

0 of 7 Even Year Primaries
\$100,000-\$124,999 (Estimated Income)
\$1,000-\$14,999 (Estimated Income)
\$125,000-\$149,999 (Estimated Income)
\$150,000-\$174,999 (Estimated Income)
\$15,000-\$24,999 (Estimated Income)
\$175,000-\$199,999 (Estimated Income)
1 of 6 Even Year Generals
1 of 7 Even Year Primaries
1 political contribution in home (State Political Contributor in Home)
\$200,000-\$249,999 (Estimated Income)
\$250,000 and up (Estimated Income)
\$25,000-\$34,999 (Estimated Income)
2 of 6 Even Year Generals
2 of 7 Even Year Primaries
2 political contributions in home (State Political Contributor in Home)
\$35,000-\$49,999 (Estimated Income)
3 of 6 Even Year Generals
3 of 7 Even Year Primaries
3 political contributions in home (State Political Contributor in Home)
4 of 6 Even Year Generals
4 of 7 Even Year Primaries
4 political contributions in home (State Political Contributor in Home)
\$50,000-\$74,999 (Estimated Income)
5 of 6 Even Year Generals
5 of 7 Even Year Primaries
5 political contributions in home (State Political Contributor in Home)
6 of 6 Even Year Generals
6 of 7 Even Year Primaries
6 political contributions in home (State Political Contributor in Home)
\$75,000-\$99,999 (Estimated Income)
7 of 7 Even Year Primaries
7 political contributions in home (State Political Contributor in Home)
8 political contributions in home (State Political Contributor in Home)
9 political contributions in home (State Political Contributor in Home)
Bach Degree - Extremely Likely (Education)
Bach Degree - Likely (Education)
Between 1 and 2 Years Ago (Voter Has Changed Parties)
Between 2 and 4 Years Ago (Voter Has Changed Parties)
Buddhist (Likely Religion)
Catholic (Likely Religion)
Christian (Likely Religion)
Civil Servant (Occupation Industry)
Clerical_Office (Occupation Industry)
Computer Professional (Occupation Industry)
Conservative (Ideology Fiscal)
Conservative (Ideology Overall)
Conservative (Ideology Social)
Creative Arts (Occupation Industry)
Democratic (Household Party Composition)
Democratic & Independent (Household Party Composition)
Democratic (Party Affiliation)
Democratic & Republican (Household Party Composition)
Democratic & Republican & Independent (Household Party Composition)

Distrust (COVID-Info From Social Media)
East and South Asian (Broad Ethnic Groupings)
Eastern Orthodox (Likely Religion)
Education (Occupation Industry)
Engineering (Occupation Industry)
European (Broad Ethnic Groupings)
F (Gender)
Financial Services (Occupation Industry)
Food Services (Occupation Industry)
Grad Degree - Extremely Likely (Education)
Grad Degree - Likely (Education)
Greek Orthodox (Likely Religion)
Green (Party Affiliation)
Hindu (Likely Religion)
Hispanic and Portuguese (Broad Ethnic Groupings)
HS Diploma - Extremely Likely (Education)
HS Diploma - Likely (Education)
Independent (Household Party Composition)
Islamic (Likely Religion)
Jewish (Likely Religion)
Known Data (Presence Of Children Code)
Legal (Occupation Industry)
Less than HS Diploma - Ex Like (Education)
Less than HS Diploma - Likely (Education)
Liberal (Ideology Fiscal)
Liberal (Ideology Overall)
Liberal (Ideology Social)
Libertarian (Party Affiliation)
Likely African-American (Broad Ethnic Groupings)
Likely (Election 2020 General--Likelihood to Vote by Mail)
Likely (Election 2020 General--Likelihood to Vote Early)
Likely (Election 2020 General--Likelihood to Vote)
Likely Homeowner (Home Owner_Renter)
Likely Renter (Home Owner_Renter)
Likely to Vote and Will Do So Early (Election 2020 General--Likely Voter Views on Early Voting)
Likely to Vote But Will Do So on Election Day (Election 2020 General--Likely Voter Views on Early Voting)
Lutheran (Likely Religion)
Maintenance Services (Occupation Industry)
Management (Occupation Industry)
Manufacturing (Occupation Industry)
Medical (Occupation Industry)
M (Gender)
Military (Occupation Industry)
Minimal (COVID-Impact On Daily Life)
Modeled Likely to have a child (Presence Of Children Code)
Modeled Not as Likely to have a child (Presence Of Children Code)
Moderate (Ideology Overall)
Moderate (Ideology Social)
Mormon (Likely Religion)
No (Activist)
Non-Partisan (Party Affiliation)
Not Likely to have a child (Presence Of Children Code)
Oppose (Black Lives Matter Protests)
Oppose (Black Lives Matter)

Oppose (Charter Schools)
Oppose (COVID-Reopening Activity)
Oppose (Green New Deal)
Other (Broad Ethnic Groupings)
Other (Occupation Industry)
Prefer to Vote Early at Polls (Election 2020 General--Early Voter Preference for Vote by Mail)
Prefer to Vote Early by Mail (Election 2020 General--Early Voter Preference for Vote by Mail)
Pro Choice (Abortion)
Pro Life (Abortion)
Protestant (Likely Religion)
Repeal (Affordable Care Act)
Republican (Household Party Composition)
Republican & Independent (Household Party Composition)
Republican (Party Affiliation)
Sales_Marketing (Occupation Industry)
Scientific (Occupation Industry)
Shinto (Likely Religion)
Significant (COVID-Impact On Daily Life)
Sikh (Likely Religion)
Skilled Trades (Occupation Industry)
Some College -Extremely Likely (Education)
Some College - Likely (Education)
Support (Affordable Care Act)
Support (Black Lives Matter Protests)
Support (Black Lives Matter)
Support (Charter Schools)
Support (COVID-Reopening Activity)
Support Fossil Fuel (Energy)
Support (Green New Deal)
Support Renewable (Energy)
Total
Trust (COVID-Info From Social Media)
Unknown (Education)
Unknown (Estimated Income)
Unknown (Occupation Industry)
Unlikely (Election 2020 General--Likelihood to Vote Early)
Unlikely (Election 2020 General--Likelihood to Vote)
Vocational Technical Degree - Extremely Likely (Education)
Within Last 1 Year (Voter Has Changed Parties)
Yes (Activist)
Yes (Business Owner)
Yes (Concealed Weapons Permit)
Yes (COVID-China Responsible)
Yes (COVID-Frequent Testing)
Yes (COVID-Mask Enforcer)
Yes (COVID-Reaction Overblown)
Yes (Donates to Conservative Causes)
Yes (Donates to Liberal Causes)
Yes (Donates to Veterans Causes)
Yes (Election 2020 Primary--Likely to Support Biden)
Yes (Election 2020 Primary--Likely to Support Sanders)
Yes (Election 2020 Primary--Likely to Support Warren)
Yes (Gun Owner)
Yes (Veteran)
L2 Political General Election 2020

Medical Segments (predictive)



Shingles audiences
Sports injury audiences
Contact lens solution audiences
Type 2 diabetes audiences
Trelegy ellipta audiences
Xolair audiences
Prolia audiences
Daliresp audiences
Tamiflu audiences
Gout audiences
Underweight adult audiences
Lyrica (diabetes) audiences
Humalog audiences
Chronic pain audiences
Flu prophylaxis audiences
Farxiga audiences
Overactive bladder audiences
Vitamin b12 deficiency audiences
Private insurance audiences
Combivent respimat audiences
Dupuytren's contracture audiences
Psoriasis - topicals audiences
Urinary tract infection audiences
Gum disease audiences
2 or more oads audiences
Antiaging treatments audiences
Otezla audiences
Uloric audiences
Dmards audiences
Jublia audiences
Lunesta audiences
Psoriasis audiences
Tresiba audiences
Proair hfa audiences
Cosentyx audiences
Sleep apnea audiences
Flonase audiences
Zetia audiences
New contact lens user audiences
COPD audiences
Rheumatoid arthritis - biologics audiences
Acid reflux (spanish speaking) audiences
Multaq audiences
Qsymia audiences
Premarin audiences
Presbyopia audiences
Psoriasis - methotrexate audiences
Wet macular degeneration audiences
Underweight child in household audiences

Type 2 diabetes sugar free shopper audiences
Food allergy audiences
Type 1 diabetes audiences
Urinary catheter audiences
Blisters audiences
Male height - above average audiences
Kerydin audiences
Acne audiences
Total knee replacement audiences
Hyperpigmentation audiences
Sunburn audiences
Basal insulin audiences
Invokana audiences
Obesity audiences
Migraines audiences
Nocturnal enuresis in household audiences
Psoriasis - biologics audiences
Chronic pain (spanish speaking) audiences
Dry mouth audiences
Scoliosis in household audiences
Orencia audiences
Zyrtec audiences
Symbicort audiences
Bexsero vaccine in household audiences
Zostavax audiences
Hyperhidrosis audiences
Conjunctivitis audiences
Seborrheic ketatosis audiences
Hair loss audiences
Jardiance audiences
Glaucoma audiences
Melasma audiences
Lactose intolerance audiences
Chronic pain and purchasing otc analgesics audiences
Breo ellipta audiences
Stiolto audiences
Nuedexta audiences
One or more oads no insulin audiences
Seborrheic dermatitis audiences
Migraines (spanish speaking) audiences
Bolus insulin audiences
Ulcerative colitis audiences
Saxenda audiences
Osteoarthritis audiences
Ibs audiences
Amitiza audiences
Back pain audiences
Knee revision audiences
Bydureon audiences
Allergic asthma audiences
Acid reflux otc purchaser audiences
Tinnitus audiences
Clinical trial participant audiences
Acid reflux audiences

Smoking cessation audiences
Humira (ra) audiences
Osteoarthritis of the knee audiences
Glp-1 inhibitor audiences
lbs-c audiences
Tanzeum audiences
Stelara audiences
Colonoscopy audiences
Rhinocort audiences
Myrbetriq audiences
Glucagon audiences
Ambien audiences
Cataracts audiences
Uncontrolled a1c level audiences
Keratitis audiences
Hypertension (spanish speaking) audiences
Contraceptives audiences
Auvi-q audiences
Acne otc purchaser audiences
Type 2 diabetes (spanish speaking) audiences
Levemir audiences
Chantix audiences
Spiriva audiences
Dulera audiences
Metformin audiences
Lifescan audiences
Astigmatism audiences
High cholesterol audiences
Nexium rx audiences
Celebrex audiences
Anoro ellipta audiences
Xeljanz audiences
Peripheral artery disease audiences
Hidradenitis suppurativa audiences
Ozempic audiences
EpiPen (lapsed) audiences
Osteoporosis audiences
Hypertension audiences
High cholesterol (spanish speaking) audiences
Bariatric procedure audiences
Brovana audiences
Dry eyes audiences
lbs-d audiences
Common cold audiences
Belviq audiences
Eliquis audiences
Colcrys audiences
Humira (pso) audiences
Narcolepsy audiences
Asthma audiences
Eczema audiences
Mucinex audiences
Epiduo audiences
Eyeglass audiences

Meningococcal group b vaccine in household audiences

Chronic idiopathic urticaria audiences

Frequent pharmacy customer audiences

Idiopathic pulmonary fibrosis audiences

Dry macular degeneration audiences

Constipation audiences

Public insurance audiences

Allergies audiences

Inflammatory back pain audiences

Picky eater audiences

Menopause audiences

Viberzi audiences

Advair diskus audiences

Bevespi audiences

Pneumovax audiences

Praluent audiences

Anaphylaxis in the household audiences

Uveitis audiences

Asthma (spanish speaking) audiences

Von willebrand?s disease audiences

Hemorrhoids audiences

Male height - below average audiences

Cluster headaches audiences

Diabetes test strip audiences

Ankylosing spondylitis audiences

Januvia audiences

Fluzone audiences

Psoriatic arthritis audiences

Rosacea audiences

Tinea audiences

Diabetic macular edema audiences

Government - medicare audiences

Pulmonary hypertension audiences

Angina audiences

Insomnia audiences

Bydureon pen audiences

Novolog audiences

Dexilant audiences

Pradaxa audiences

Restless leg syndrome audiences

Hip revision audiences

Overweight bmi otc purchaser audiences

Fibromyalgia audiences

Pollen allergy audiences

Chronic migraine audiences

Moderate to severe allergies audiences

Artificial tears audiences

Headaches audiences

Hearing loss audiences

Epipen audiences

Xiidra audiences

Pertussis vaccine in household audiences

Flu vaccine audiences

Severe asthma audiences

Sinusitis audiences
Victoza audiences
Grass allergy audiences
Rheumatoid arthritis audiences
Trulicity audiences
Crestor audiences
Linzess audiences
Has newborn and purchasing newborn otc products audiences
Hemophilia audiences
Nasonex audiences
Lantus audiences
Contact lens user audiences
Osteoarthritis (spanish speaking) audiences
Restasis audiences
Warfarin audiences
Belsomra audiences