NANOS Time Map

A world-class spatial forecaster that visualizes election data and sentiment modelling

Make data driven decisions

Riding Package Brochure

About our political modelling and mapping services

We deliver world-class data modelling and mapping solutions.

Our most recent service offering is the **Nanos Time Map**, a spatial forecaster that visualizes political sentiment modelling of over 73,000 federal polling stations every month.

The **Nanos Political Time Map** includes the integration of Nanos political sentiment modelling, federal election data and interactive maps.

Subscribe for a constituency map.

Make data driven decisions.

The **Nanos Political Time Map** is an interactive spatial forecasting service platform.

Make more efficient use of campaign resources.

⊙ **Know Who's Winning & Where** ⊙

⊙ **Identify Where to Raise Financial Support** ⊙

⊙ **Monitor Trends for Strategic Insight & Response** ⊙

⊙ **Target Electoral Battlegrounds & Where to Canvass** ⊙

⊙ **Locate Your Base Support & Where to Get Out Your Vote** ⊙

Transforming the effectiveness of local political campaign planning and execution.

2015 Election Data

- ⊙ Historical tracking from the last federal election or most recent by-election for every polling station in the riding.

- ⊙ Details on party and candidate support for the major federal political parties.

- ⊙ Categorization of margins of victory at the polling station level

- ⊙ Mapping of postal codes which have made political contributions to registered federal parties including the amount of the donation

2019 Intelligent Modelling

- ⊙ Data modelling using the latest Nanos tracking to **estimate party support** to the neighbourhood level

- ⊙ Estimates on **accessible voters** for each of the main federal parties at the polling station level

- ⊙ Identification of polling stations which are **too close to call** or which could switch from one political party to another

- ⊙ **Comparison of 2015** election data with the latest Nanos political modelling.

- ⊙ Nanos **modelling data updates every month** so that as the political situation changes you have the intelligence at your fingertips.

- ⊙ **Map out the distribution of political preferences** and shifts over time by polling station to gauge the effectiveness of your neighbourhood outreach.
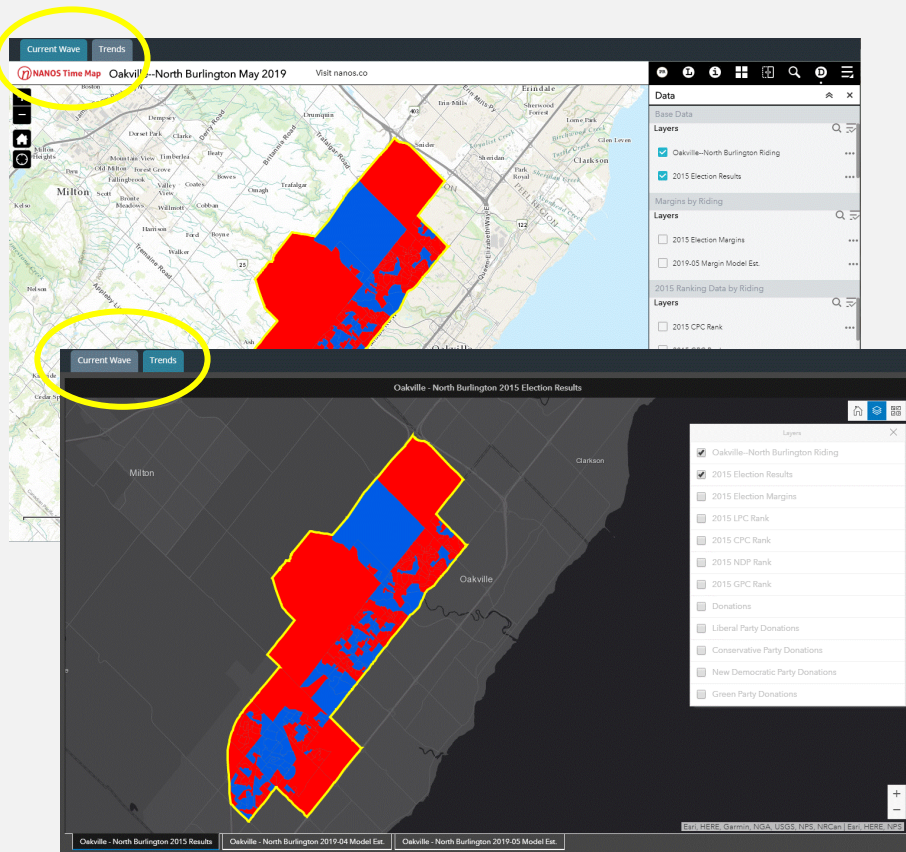
86

Total number of ridings predicted by Nanos for the 2019 Federal Election

49

289

The Nanos Time Map Model accurately predicted the outcome in 289 out of 338 federal riding outcomes in the 2019 Federal Election > 86%
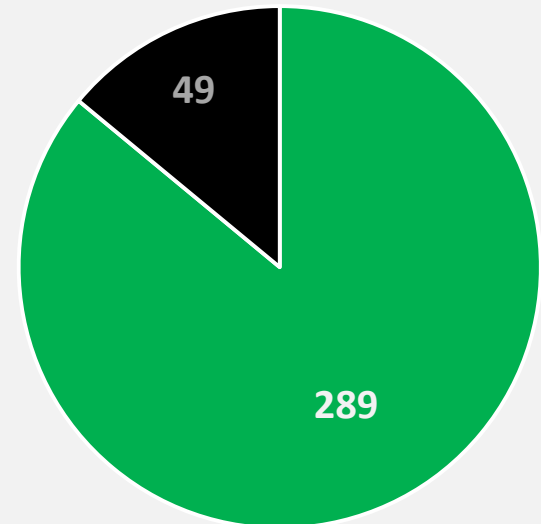
The Nanos Time Map – Riding Platform

Oakville North Burlington – Current Wave & Trends

Riding Platform Navigation

- The Riding Platform provides access to polling station level data for a single riding

- The Time Map Riding Platform offers two analytic & functional applications:
    - Current Wave: **Current Wave**
    - Trends: **Trends**

- The Current Wave application provides clients with all current Nanos estimates for functional analysis

- The Trends application provides clients with compiled monthly Nanos estimates for trend monitoring

- Data layers in both applications include 2015 Election results, 2019 ballot, margin, & party rank estimates, & regularly updated donor data

Riding Platform Data at the Polling Station Level
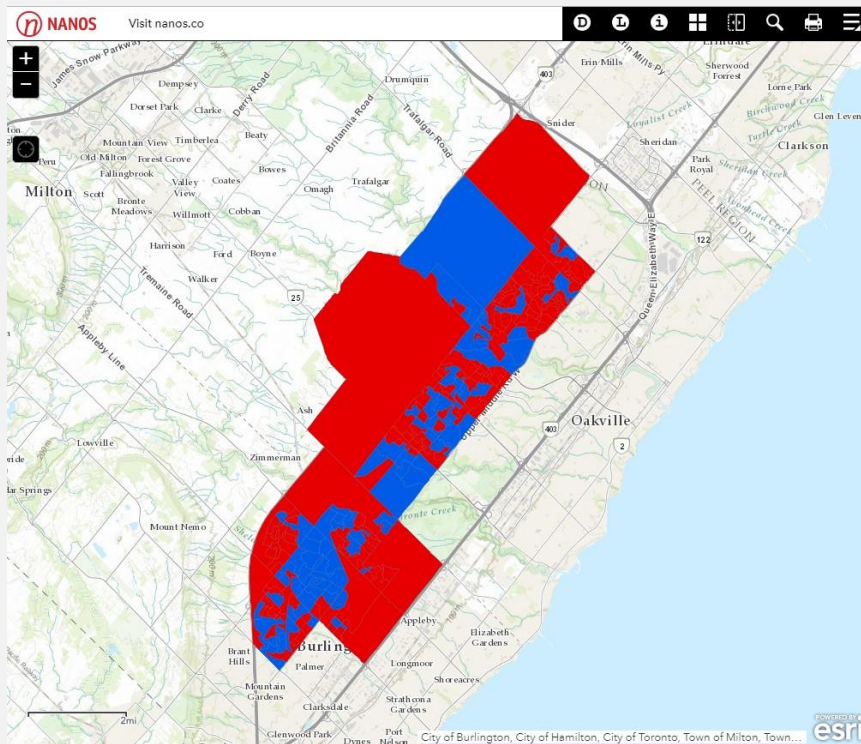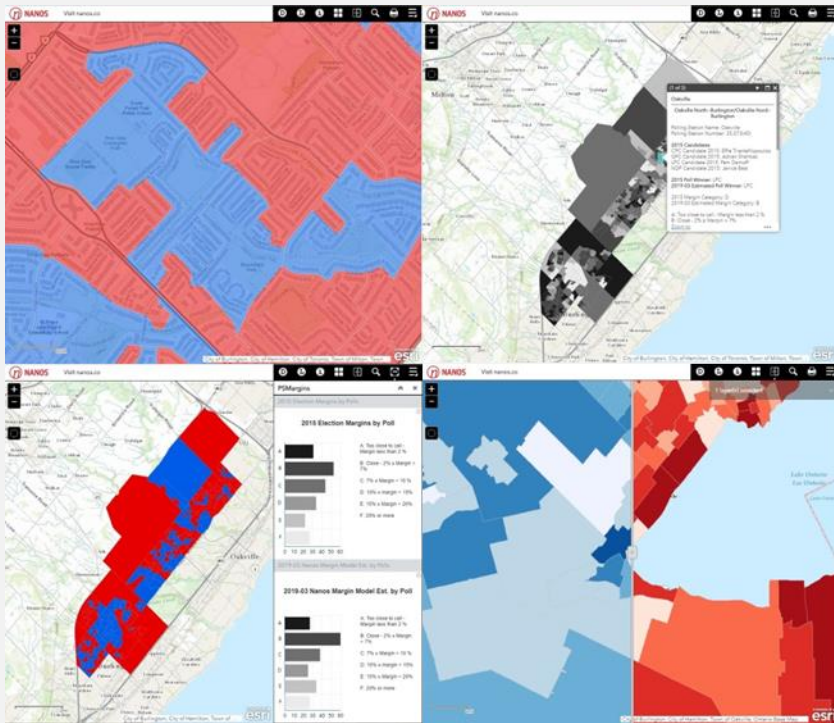

2015 Election: Oakville North Burlington

Polling Station Level Data

- 2019 Nanos modelling estimates are mapped across every riding

- Nanos model estimates include rank of support by party for the riding, margin of victory category, and party rank at the polling station level, with vote consider data at the polling station level

- Nanos data is updated monthly & weekly during elections

- Clients can monitor trends for campaign impact & effectiveness at the polling station level

7

Using the Nanos Time Map Riding Platform


Oakville North Burlington

Riding Platform Functions

- The Nanos Political Time Map offers a variety of functions and resources

- *2015 Election*: understand the results

- *2019 Model Estimates*: monitor unfolding trends for strategic insights

- *Battlegrounds*: identify polling stations that are too close to call

- *Accessible Voters*: identify & measure vote growth potential at the riding level

- *Donor Data*: identify financial resources & better align fundraising campaigns

- *Campaign Strategy*: more efficient polling station level campaign strategic planning

Finding Your Base Voter Support
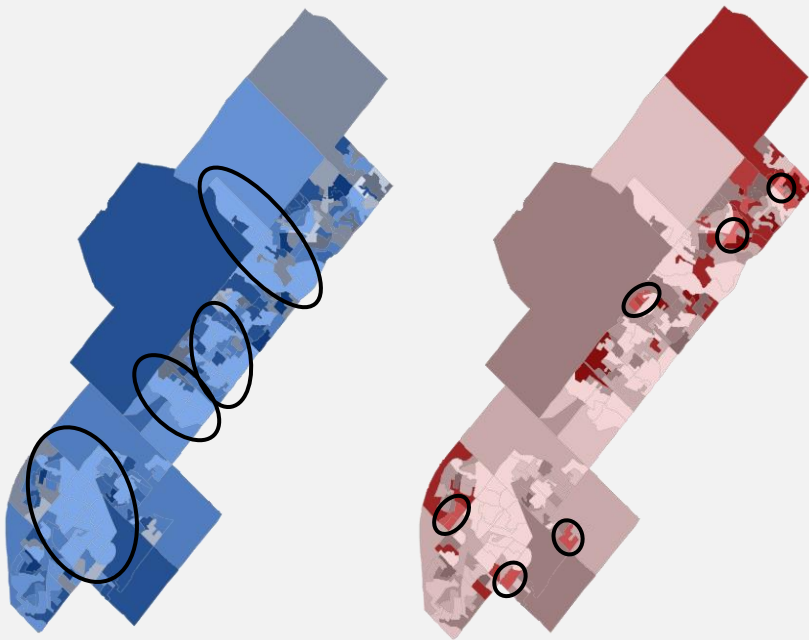
2019 Nanos Margin & Rank Estimates by Poll

Locating Your Base

- 2019 Nanos Model Estimates allow for a variety of analytic options

- Locate your voter base from across the riding at the polling station level

- Data is visually colour themed allowing for ease of comparisons

- Lighter colours represent polls with higher vote concentration by party

- Data has both visual and numeric analytic functionality

- *Know your base: vote generation; volunteer recruitment; "get out the vote" strategies on election day*

Identify Opportunities for Fundraising

Donor Data: Oakville North Burlington
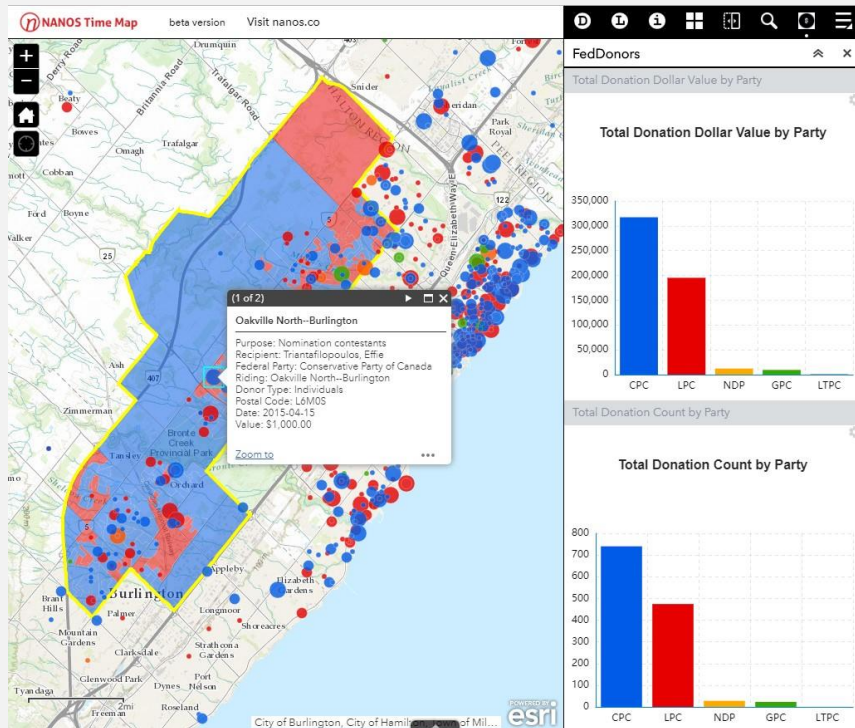
Donor Data Tools & Functions

- Nanos Time Map offers various tools & functions for analysis
- Generate donor reports on:
  - Total Donation Dollar Value since 2004
  - Total Donation Count by Party since 2004
- Handy pop-up menus allow for easy identification of specific donor details
- Donor data has both visual and numeric analytic functionality
- *Locate where financial support has historically originated*
- *Determine how best to target and reach out to funding prospects*

Monitoring Trends for Strategic Insight
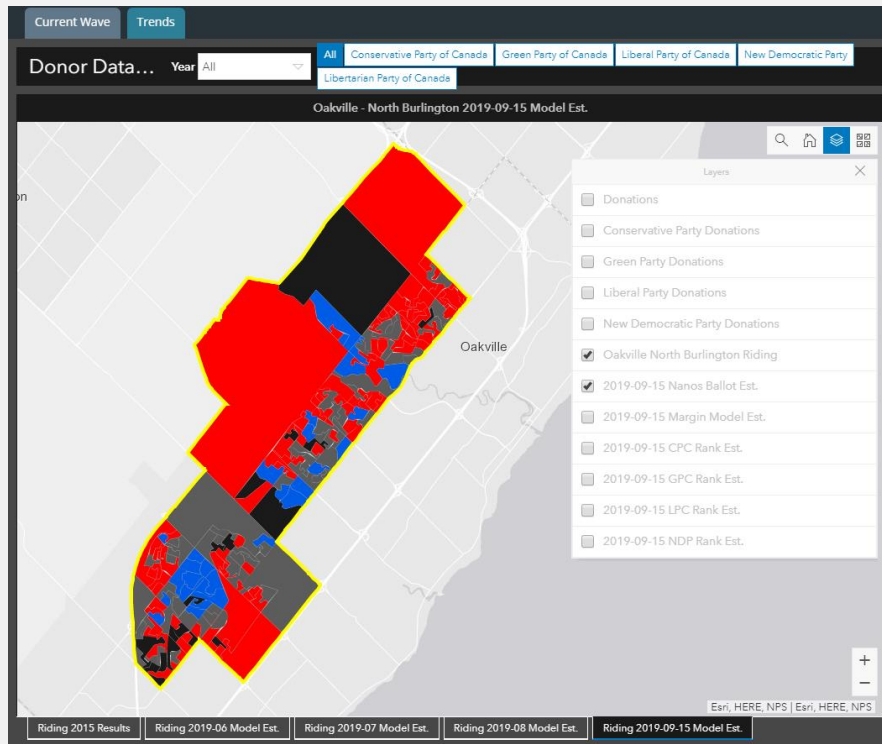
**Oakville North Burlington – Trend Analysis**

Trends & Strategic Insights

- The Nanos Time Map allows clients to monitor trends of monthly Nanos estimate data, weekly during elections

- Monitor monthly data estimates for ballot, margin, party rank, and donations

- Cycle across the monthly Nanos model estimate waves on the map to visually observe trends

- Cycle through annual donation data from 2004 to present for each party and candidate

- Polling station pop-up numeric data & estimates is accessible for all data layers

- *Monitor voter swings and respond to trends at the polling station level*

- *Monitor trends for strategic insight & data driven response*

Riding Platform – Tools & Functions
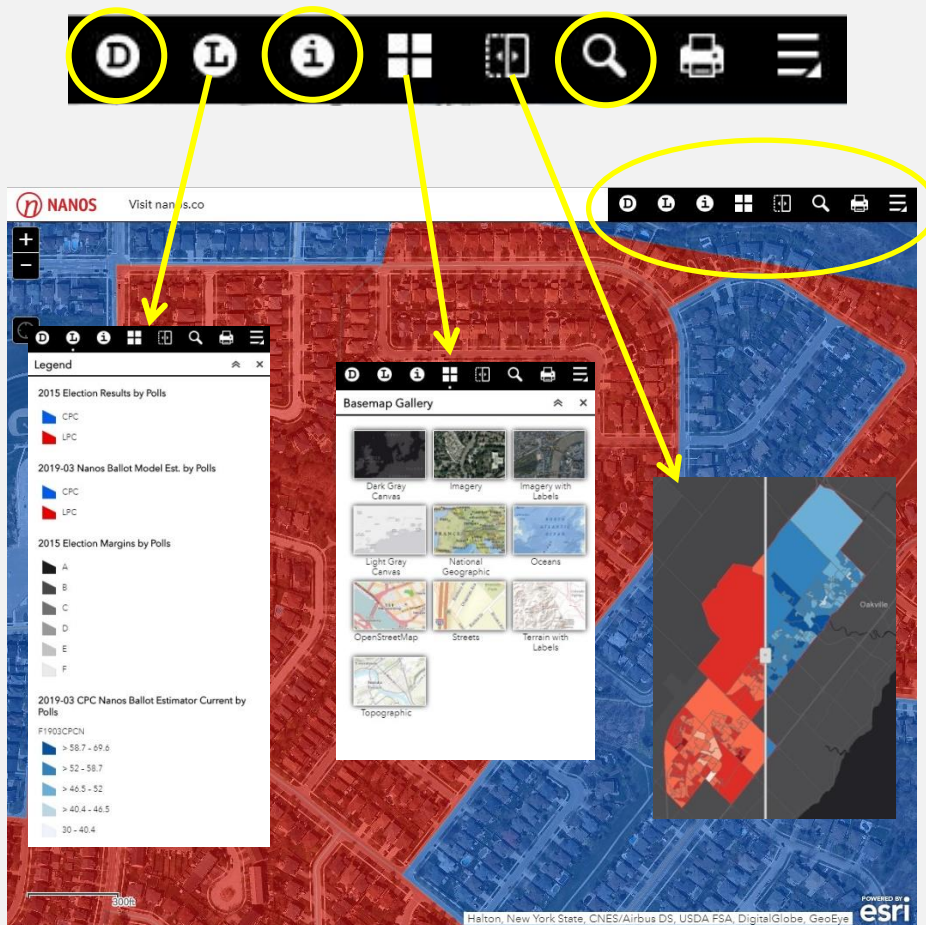
Tools & Functions

- Access to all tools and functions are found at the top right menu

- Press ⓓ to select/change data layers for 2015 results & 2019 estimates

- Press ⓛ to access the legend which shows data layer order and contents

- Press ⊞ to select a base map option

- Press ⧉ to launch the "layer swiping" function to compare data layers

- Press 🔍 to access the mapping platform's GIS search function

- Press ⓘ to access the information menu for background & guidance

Riding Platform – Layer Swiping & Transparency
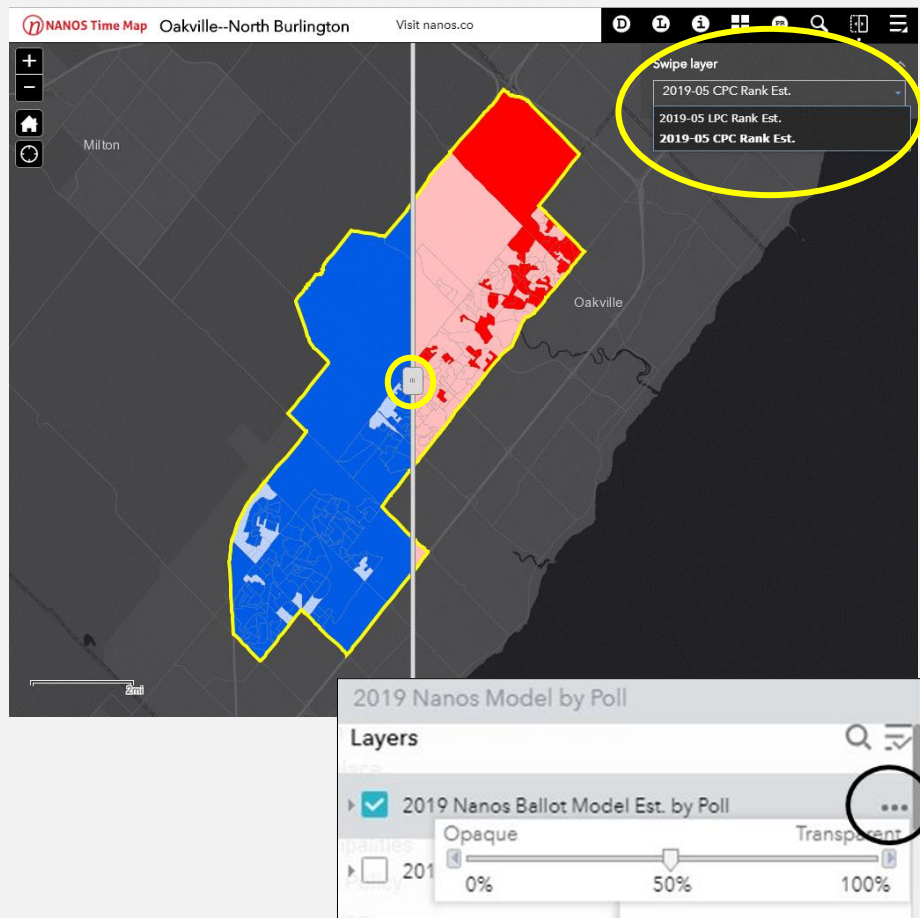
Data Layer Swiping & Transparency

- Access to all tools and functions are found at the top right menu

- Press **D** to select/change data layers for 2015 results & 2019 estimates

- Press the layer swiping icon to launch the "layer swiping" function to compare data layers

- Select the data layer to be swiped from the "Swipe Layer Menu"

- Press and hold the swipe handle and sweep across the screen to visually compare data layers

- Press ••• in the data layer menu to access the transparency function for data layer comparisons
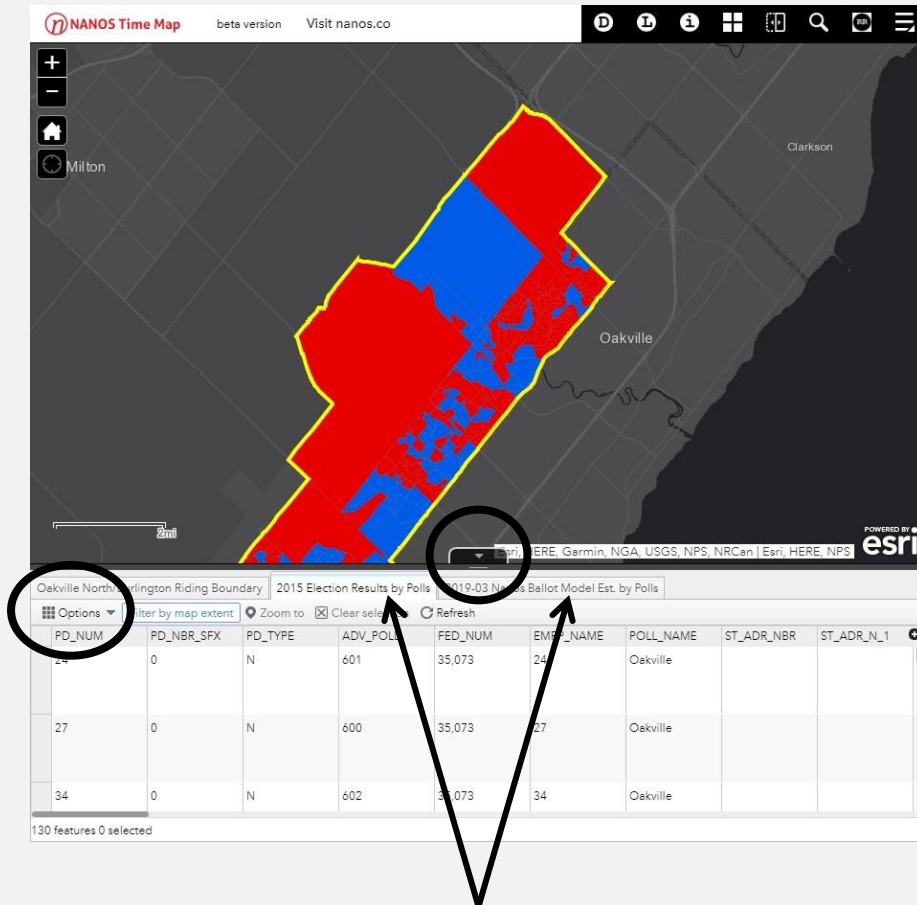
Riding Platform – Reports & Analytics
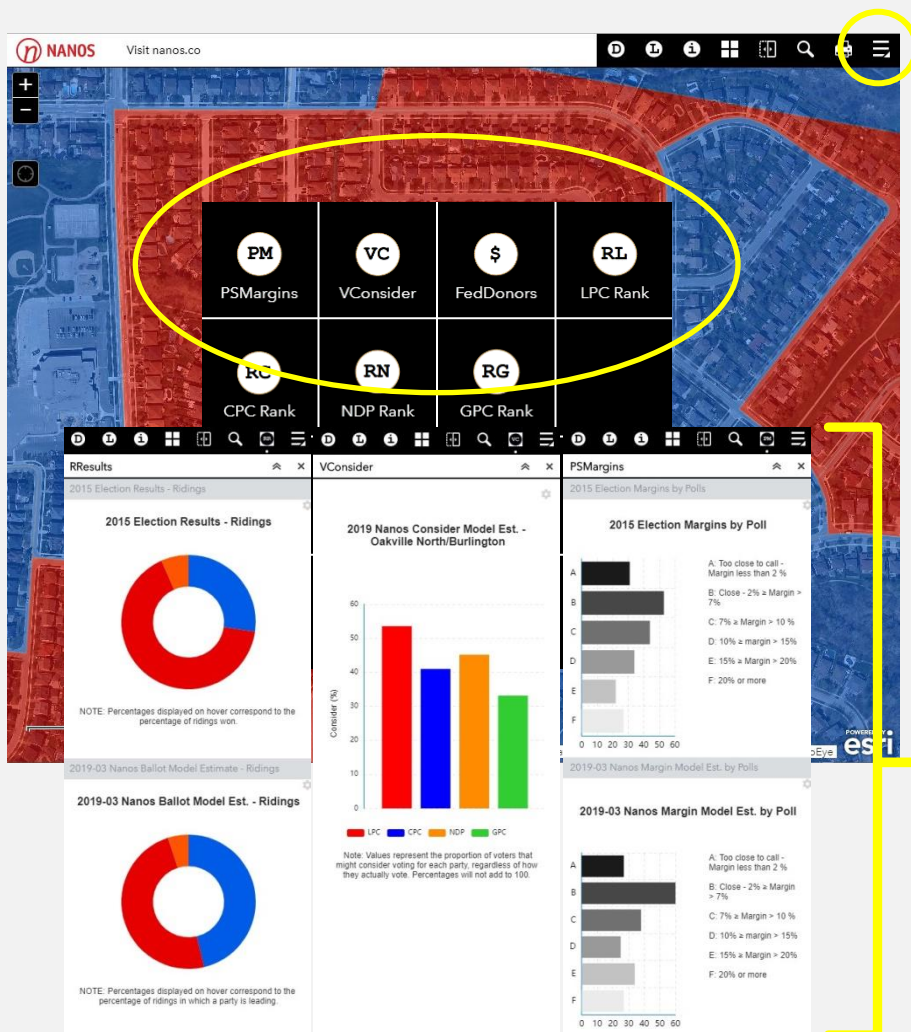
Reports & Analytics

- Access to all reports and analytics are found at the top right menu

- Press ☰ to access the menu for reports and analytic charts and graphs

- Press various report widgets to generate reports for comparative election analysis

- Generate 2015 results & 2019 model estimate comparative reports on:
  - Election Results & Ballot Estimates by Poll
  - Election Margin & Margin Estimates by Poll
  - Nanos Consider Model Estimates
  - Party Ranking
  - Donations by Party

14

Riding Platform – Data Exporting

Corresponding Data Tabs for Selected Data Layers

Export Data to CSV Format File

- Access to data exporting is available for all 2019 Nanos Model Estimates

- Press ▭ to access and view the Data Attribute Table for select data layers

- Corresponding data layer tabs can be accessed for selected data layers

- Select a data layer for export

- Press ⊞ Options ▾ to access the menu for data filtering, view adjustment & exporting

- Select "Export all to CSV" to export

- 2019 Nanos Ballot Model Estimate data is updated monthly and cumulative for export

15

Plan Your Campaign for Maximum Impact
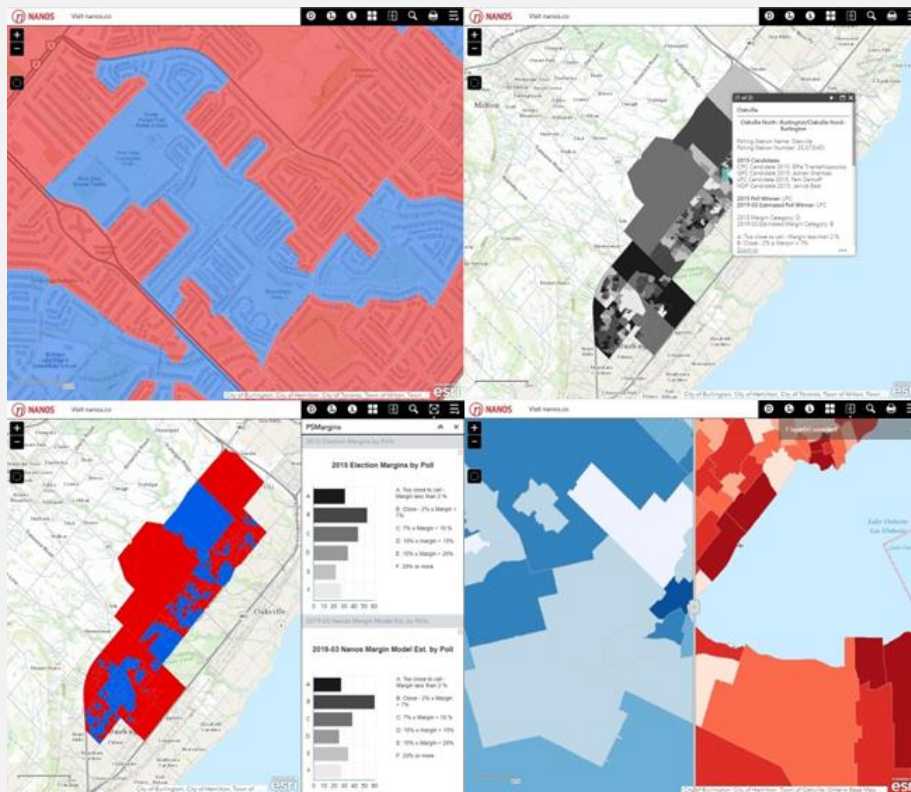
Oakville North Burlington

- The Nanos Time Map platform is a unique campaign resource tool
- Polling station level data allows for more efficient campaign planning & resource deployment
- Monitor trends to more effectively respond to changing dynamics & target strategic neighbourhoods
- Refine & target messaging for greater impact and effectiveness
- Plan campaign strategies to better align historic financial support & fundraising campaigns & outreach
- Strategic resources for polling station level campaigns

As a non-partisan research organization with a distinguished level of data reliability, our services are open to subscribers. Subscription package options are based on scope of geography and breadth of data.

Access to data is open to any subscriber on a non-partisan basis.

Riding Package Option (Single Riding) includes:

- 2015 Riding Election Results (polling station level data)
- 2015 Riding Election Margin Categories (polling station level data)
- 2015 Riding Results by Party % (polling station level data)
- 2015 Riding Election Results by Party Rank (polling station level data)
- Current Nanos Riding Ballot Model Estimate (polling station winner updated monthly)
- Current Nanos Margin Model Estimate (polling station margin category winner updated monthly)
- Current Nanos Ballot Model Estimate by Party Rank (polling station estimates updated monthly)
- Current Nanos Consider Model Estimate by Party (by Riding updated monthly)
- Political donations for Associations, registered party candidates and candidates seeking nominations including dollar value and neighbourhood of donation (updated monthly)
- To secure a subscription go to: https://www.nanos.co/iump-subscription-plan
- Subscriptions are processed and maps created on a `first come, first served` basis

Subscription price: **$305/Month | $3,660/Yr** (Single Log-in Access)

NOTE: All client subscriptions are confidential and based on an annual commitment for single log-in access
Price is effective as of 15 July 2019, and subject to change without notice. Subscription fees are for the Nanos sentiment modelling.

To review and secure your subscription – contact Dan Kolundzic at dkolundzic@nanosresearch.com or directly at 416-356-4441.

Access to the Nanos Time Map for your selected service level option will be available following registration and service option set-up.

Subscriptions are on a "first come, first served" basis – client subscription access will be delivered in order of client registration.

All costs & pricing are exclusive of applicable taxes

Nanos model estimate data is updated monthly & weekly during elections

NOTE: All client subscriptions are confidential and based on an annual commitment for single log-in access
Price is effective as of 15 July 2019, and subject to change without notice. Subscription fees are for the Nanos sentiment modelling.

- Flat rate subscriptions are for single log-in access. Results of the Nanos modelling data are for paid subscribers and are not to be publicly disseminated, released or shared with any third party _without exception_.

- The Nanos political sentiment modelling does not factor the unique combination of candidates or unique news and political events at the riding level. It uses historical voting behaviour and current public opinion research sentiment to estimate possible changes in political sentiment and party support at the riding and polling station level.

- Nanos modelling does not include any historical data for the People's Party of Canada. Nanos is currently updating its model to factor the People's Party of Canada.

- The Nanos modelling is intended to be a complement to, and not a replacement for, conducting quantitative research at the riding level which is a bespoke snapshot of opinion.

- The Nanos modelling can provide an approximation of the impact of national events at the riding and local level.

- The mapped data on political donations is from publicly available sources. Nanos maps to a 5-digit postal code to help mask the identity of individual Canadians.

- Historical election results and polling station definitions use publicly available datasets.
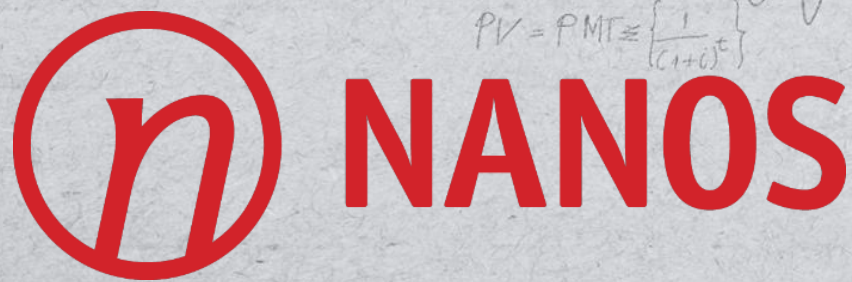
More about the Nanos data

La firme Nanos est celle qui avait prédit avec le plus de précision les résultats des élections fédérales de 2004, 2006, 2008, 2011 et 2015.
Joël-Denis Bellavance, La Presse

Nanos Research called the final result almost perfectly, given that their final (Oct. 18) telephone poll was off a miniscule 1.8 percentage points combined for the three leading parties.
Alex Roberts, The Chronicle Herald

One pollster who was not talking about lessons learned was Nik Nanos of Nanos Research. He came the closest of all the top pollsters in assessing party support, including the Conservatives, whom he pegged at almost 39 percent, based on Sunday polling.
Janice Tibbetts, ipolitics.ca

Politicians always say that the only poll they count is the one on Election Day but the reality is that they are huddled in their back rooms poring over the Nanos numbers.
John Honderich at the GTR Economic Summit

Nanos's numbers have become the 'gold standard' in Canadian political polling in recent years as he keenly intuited the nuance of voters' mood and intentions.
Robin V. Sears, Policy Options Magazine

Historically one of the most accurate polling firms in Canada.
Reuters Canada

Nanos Research, which did nightly tracking for The Globe and Mail and CTV News, was remarkably on target throughout the campaign, recording the nuanced shifts as the Liberals moved from third to pull ahead of the NDP and Conservatives.
Mark Hume, The Globe and Mail

An exclusive Brunswick News and Nanos Research poll entering the final weekend of the New Brunswick election campaign ended up mirroring the actual popular vote.
Telegraph Journal

Finally, in fairness to a couple of pollsters, Nik Nanos, whose nightly polling was done for CTV […] was very close to the actual results for the three major parties.
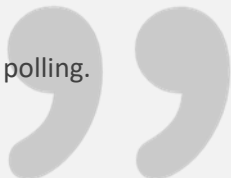**Lorrie Goldstein, Toronto Sun**

Nanos Research posted final polling numbers that closely mirrored final results in terms of popular vote on its last day of polling Sunday.
Steve Ladurantaye, Globe and Mail

For my money, I like Nanos Research.
Dan Lett, Winnipeg Free Press

Nanos won the crown for most accurate polling.
Ira Basen, CBC News

NANOS Time Map   A track record you can trust

Year	Federal Party	Final Election Polling	Election Results	Variance	Sample Size (Decided Voters)	Margin of Error
2015	Liberal	39.1%	39.5%	0.4	n=722	±3.7
	Conservative	30.5%	31.9%	1.4		
	NDP	19.7%	19.7%	0.0		
	Green	4.6%	3.4%	1.2		
	Bloc	5.5%	4.7%	0.8		
2011	Conservative	38.7%	39.6%	0.9	n=702	±3.7
	NDP	30.5%	30.6%	0.1		
	Liberal	20.9%	18.9%	2.0		
	Bloc	5.0%	6.1%	1.1		
	Green	4.0%	3.9%	0.1		
2008	Conservative	37.1%	37.6%	0.5	n=423	±4.8
	Liberal	26.7%	26.2%	0.5		
	NDP	20.3%	18.2%	2.1		
	Bloc	8.7%	10.0%	1.3		
	Green	7.1%	6.8%	0.3		
2006	Conservative	36.4%	36.3%	0.1	n=1,051	±3.0
	Liberal	30.1%	30.2%	0.1		
	NDP	17.4%	17.5%	0.1		
	Bloc	10.6%	10.5%	0.1		
	Green	5.6%	4.5%	1.1		
2004	Liberal	34.2%	36.7%	2.5	n=977	±3.1
	Conservative	30.4%	29.6%	0.8		
	NDP	19.5%	15.7%	3.8		
	Bloc	12.2%	12.4%	0.2		
	Green	3.7%	4.3%	0.6		

Nanos book on 'voter rage' hitting shelves in three countries

Yellow Vest, other protesters could be wild card in next election, says Nanos

Instead of worrying about Scheer's performance, Conservatives should be concerned about Bernier as a 'disrupter' in next election, says pollster Nanos

Most Canadians believe Russia is using social media to meddle in western elections: Nanos survey

Liberals rebound in polls, MPs point to economy, but Nanos says women give Grits lead over Tories

Majority of Canadians would boycott U.S. in response to trade war: Nanos survey

Canadians divided on best way to solve energy woes: Nanos poll

Ottawa 613.234.4666 x237
Toronto 416.493.1965 x237
Washington 202.697.9924

Daniel Kolundzic
Vice President – North America
Nanos Research
dkolundzic@nanosresearch.com
416-356-4441

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com