

The background of the slide is a grayscale image of a map with several pushpins. One pin is prominently placed in the center, with its flag partially visible behind the text. Other pins are scattered in the background, some with flags visible. The overall theme is geographical mapping and data visualization.

NANOS Time Map

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

Make data driven decisions

National 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 every month.

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

Subscribe for a national riding 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** ⦿
- ⦿ **Monitor Trends for Strategic Insight & Response** ⦿
- ⦿ **Target Electoral Battlegrounds** ⦿

Transforming the effectiveness of regional and national political campaign planning and execution.

Election Data

- ⦿ Historical tracking from the last federal election or most recent by-election for every riding station in Canada.
- ⦿ Details on party and candidate support for the major federal political parties.
- ⦿ Categorization of margins of victory at the riding station level

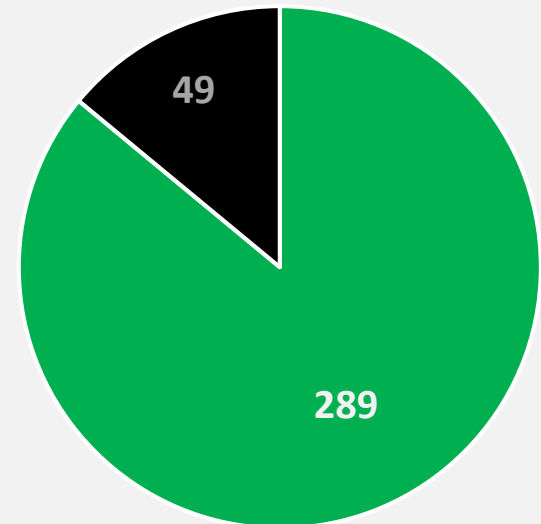
Intelligent Modelling

- ⦿ Data modelling using the latest Nanos tracking to **estimate party support** to the riding level
- ⦿ Estimates on **accessible voters** for each of the main federal parties at the riding level
- ⦿ Identification of ridings which are **too close to call** or which could switch from one political party to another
- ⦿ **Comparison of** election data with the latest Nanos political modelling.
- ⦿ Nanos **modelling data updates every month, adding election data every week** 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 riding to gauge the effectiveness of your outreach.

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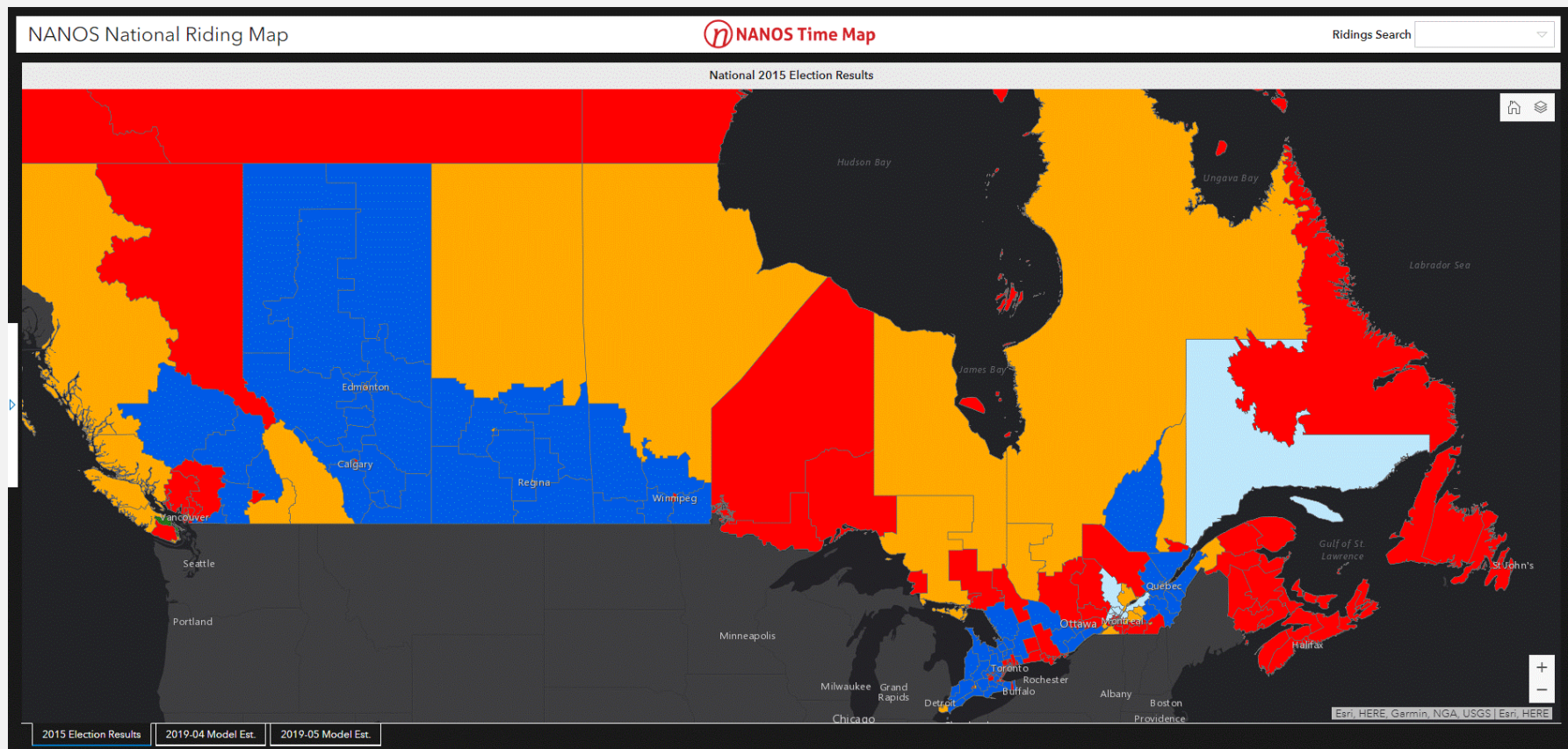
The Nanos Time Map Model accurately predicted the outcome in 289 out of 338 federal riding outcomes in the 2019 Federal Election > 86%

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

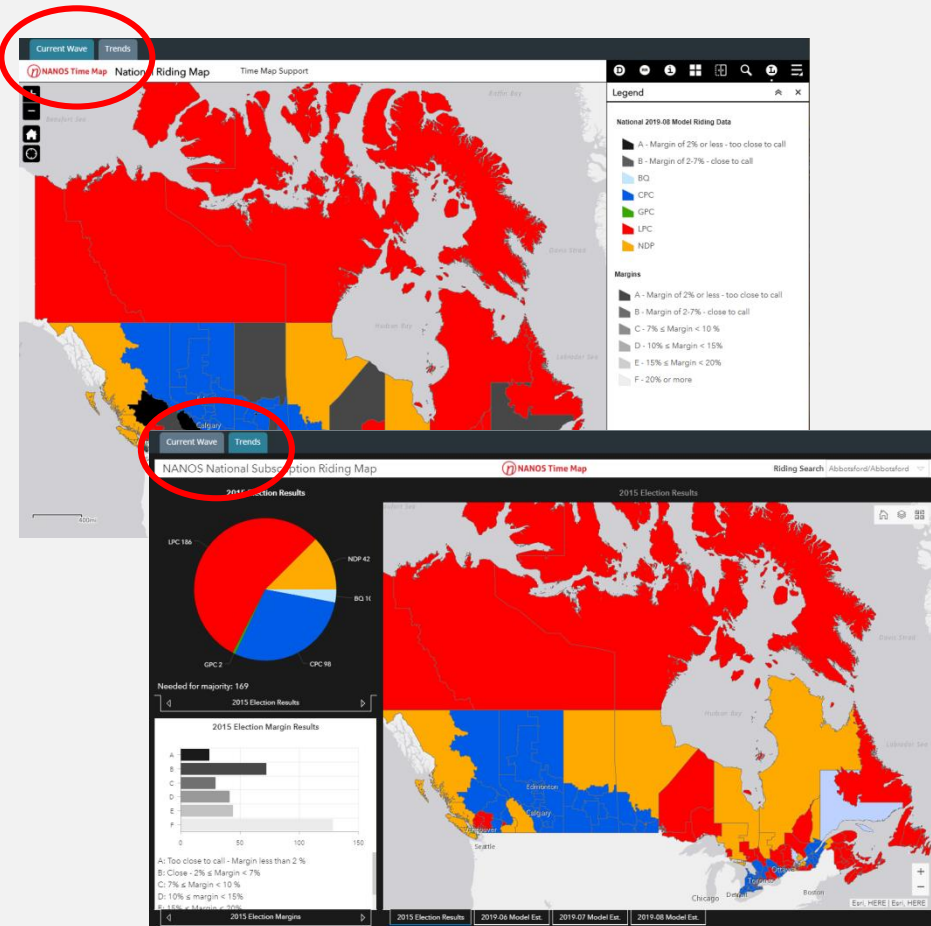


NANOS Time Map Election Data | Mapping & Analysis

- Nanos has created a national interactive GIS service of the election results by riding with margin estimates through the new **Nanos Time Map** service platform.
- This allows clients to drill down on the election results to better understand electoral behaviour at the riding & neighbourhood level.





The Nanos Time Map – National Platform



National Federal Ridings – Current Wave & Trends

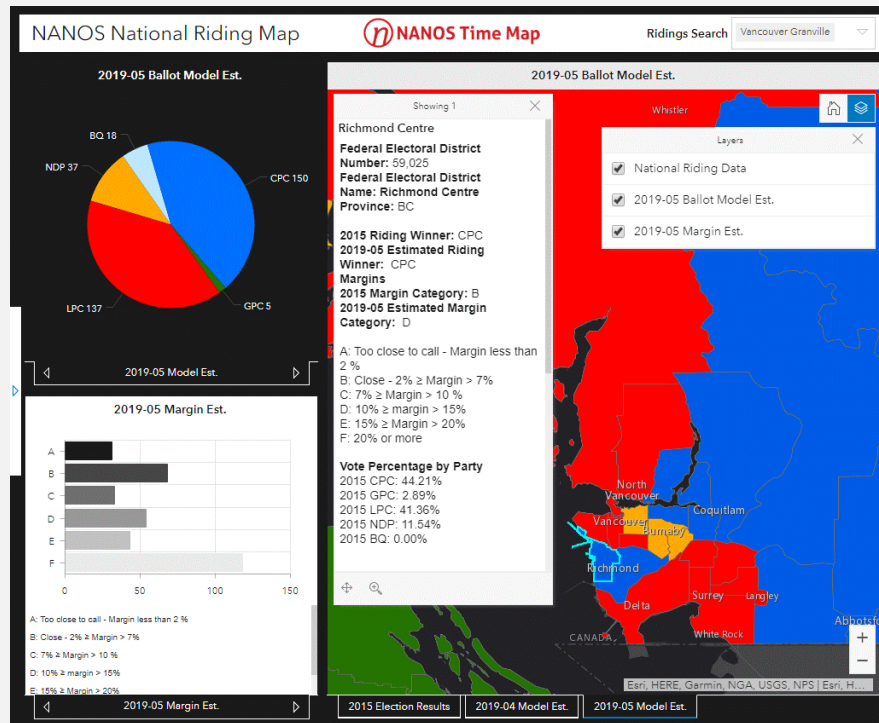
National Platform Navigation

- The National Platform provides access to riding level data for all federal ridings
- The Time Map National Platform offers two analytic & functional applications:
 - Current Wave: 
 - Trends: 
- The Current Wave application provides clients with all current Nanos estimates for functional analysis & data extraction
- The Trends application provides clients with compiled monthly Nanos estimates for trend monitoring
- Data layers in both applications include election results, modelled ballot, margin, & party rank estimates

National Platform Riding Level Data

Riding Level Data

- Handy riding pop-up data menu allows for easy access to riding level data & model estimates
- Riding Data includes:
 - Election Data Results, Margins, and Party Rank
 - Nanos Model Estimates for Ballot, Margins, & Party Rank
- Data is colour themed for ease of visual comparisons
- Monitor trends for campaign impact & effectiveness
- Nanos data is updated monthly & weekly during elections

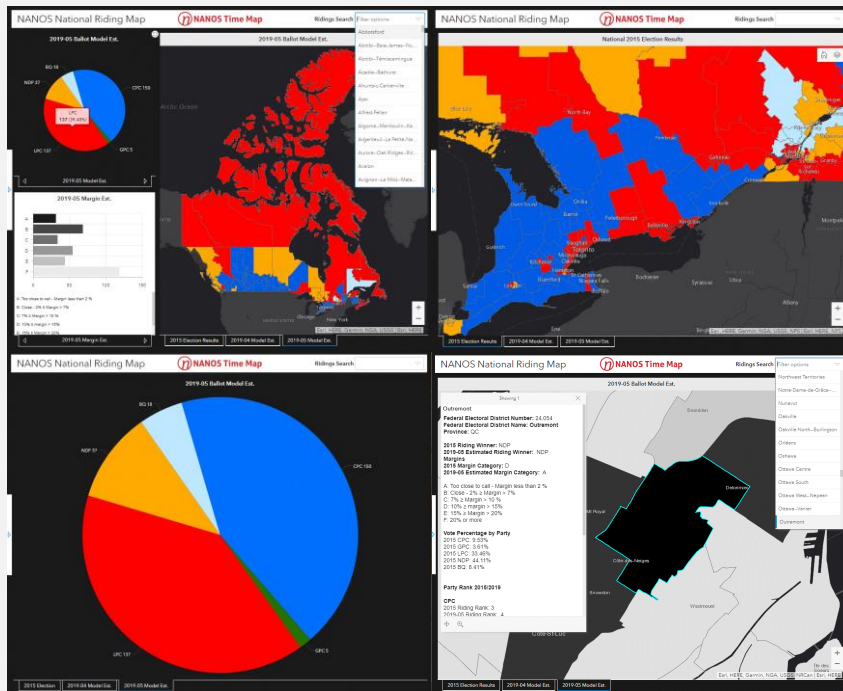


Richmond Centre Pop-up Data Menu

Using the Nanos Time Map National Platform

National Platform Functions

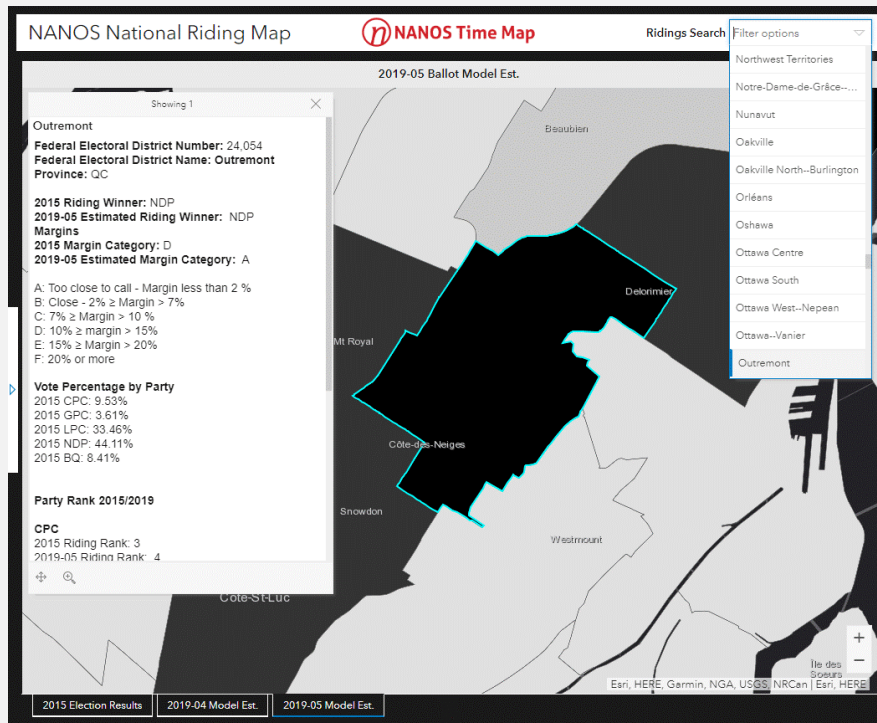
- The Nanos Political Time Map offers a variety of functions and resources
- **Election**: understand the results
- **Model Estimates**: monitor unfolding trends for strategic insights
- **Ballot Winners**: identify whose winning and ridings vulnerable to voter swings
- **Battlegrounds**: identify ridings and regions that are too close to call
- **Reports & Analytics**: generate analytic reports for election results & national ballot & margin model estimates
- **Campaign Strategy**: more efficient national level campaign strategic planning



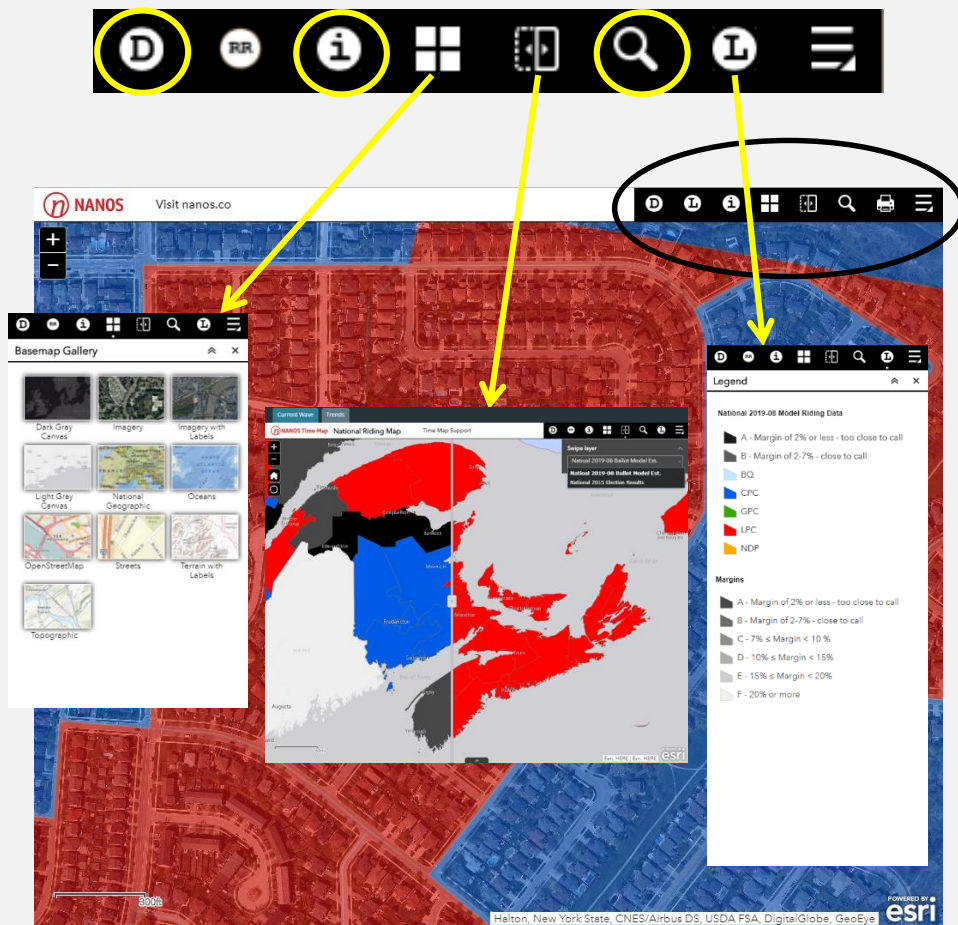
Pinpoint Too Close to Call Battlegrounds

Riding Level Data

- Election Margin Results
- Nanos Margin Model Estimates
- Thematic results with darkest as “too close to call”
- Compare Election Margin Results with Margin Model Estimates
- Compare ridings and groups of ridings for regional analysis
- ***Identify battleground ridings***
- ***Increase effectiveness in the deployment of campaign resources at the riding by riding level***



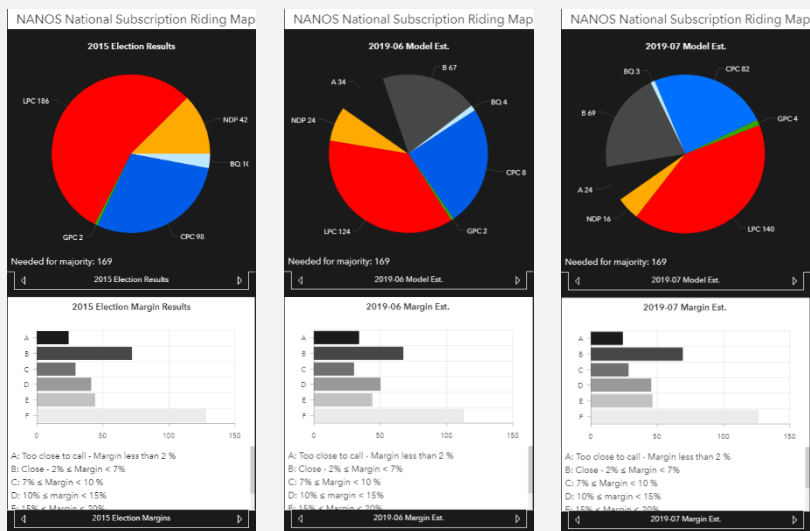
National Platform – Tools & Functions



Tools & Functions

- Access to all tools and functions are found at the top right menu
- Press **D** to select/change data layers for election results & estimates
- Press **L** to access the legend which shows data layer order and contents
- Press **2x2 grid** to select a base map option
- Press **vertical bar** to launch the “layer swiping” function to compare data layers
- Press **magnifying glass** to access the mapping platform’s GIS search function
- Press **i** to access the information menu for background & guidance

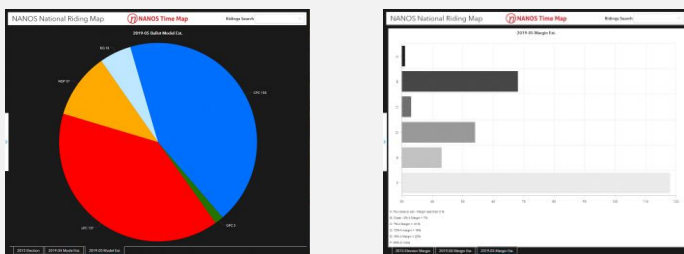
National Platform Reports & Analytics



Reports & Analytics

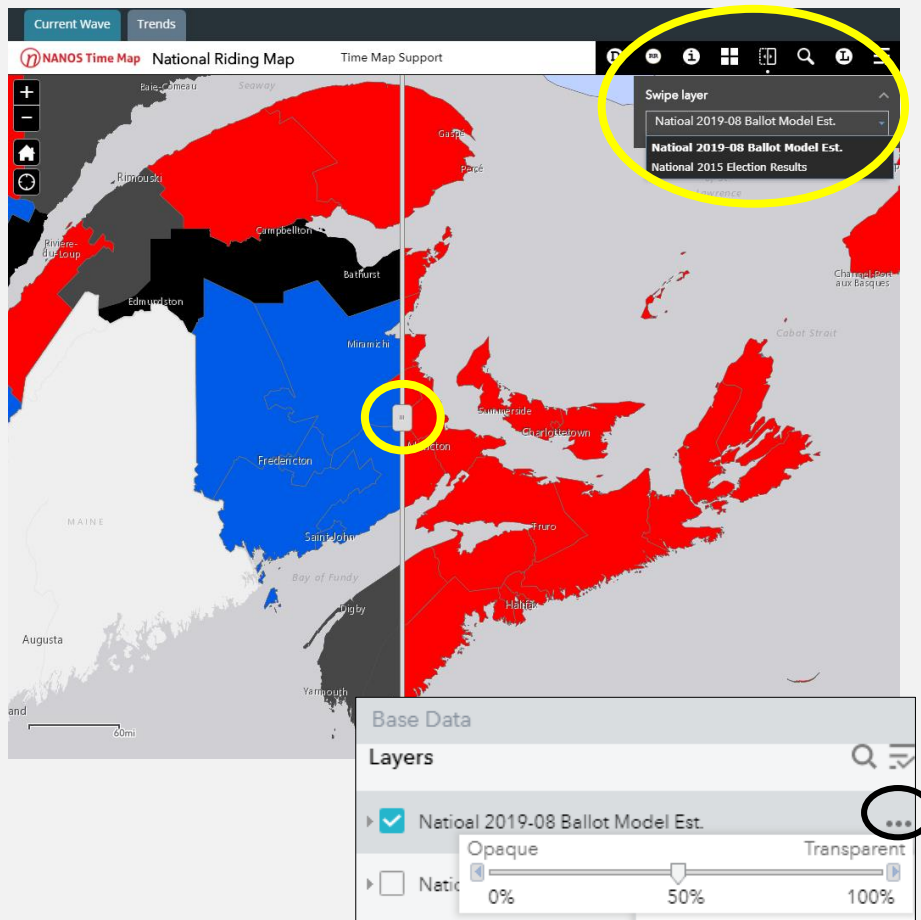
- Access to all reports and analytics are displayed on the left side of the National Platform screen
- Cycle through monthly data wave reports for both visual and numeric data comparisons
- Generate full screen data reports for easier data wave cycling comparisons
- ***Generate election results & model estimate comparative reports on:***
 - Election Results & Ballot Estimates by Riding
 - Election Margin & Margin Estimates by Riding

← Cycle Through Monthly Data Wave Reports →



Generate Full Screen Reports for Data Wave Comparison

National Platform – Layer Swiping & Transparency



Data Layer Swiping & Transparency



- Access to all tools and functions in the Current Wave application are found at the top right menu
- Press **D** to select/change data layers for election results & estimates
- Press **[Swipe Layer 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 **[Swipe Layer Icon]** and sweep across the screen to visually compare data layers
- Press **[Transparency Icon]** in the data layer menu to access the transparency function for data layer comparisons

National Platform – Data Exporting

| Date | EDNum | EDName | NanosClust | 15LPC | 15CPC | 15NDP | 15GPC | |
|------------------|-------|---|------------|-------|-------|-------|-------|---|
| October 18, 2015 | 10001 | Avalon/Avalon | NFLD1 | 55.9 | 11.1 | 14.43 | 0.54 | 0 |
| October 18, 2015 | 10002 | Bonavista--Burin--Trinity/Bonavista--Burin--Trinity | NFLD2 | 70.69 | 23.34 | 4.85 | 1.12 | 0 |
| October 18, 2015 | 10003 | Coast of Bays--Central--Notre Dame/Coast of | NFLD2 | 74.82 | 18.28 | 6.14 | 0.76 | 0 |

Data Export Menu with Record Selection Options

Export Data to CSV Format File

- Access to data exporting is available for all Nanos Model Estimates within the Current Wave application
- Press  to access and view the Data Attribute Table for all 338 Ridings
- Select a single Riding, groups of Ridings, or all 338 Ridings for data exporting
- Press  Options to access the menu for data filtering, view adjustment & exporting
- Select “Export all to CSV” to export data to a CSV format file
- Nanos Ballot Model Estimate data is updated monthly and cumulative for export

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.

National Package Option (Riding Level Data excluding Polling Stations) includes:

- ⦿ 2019 National Election Results (Riding by Riding data)
- ⦿ 2019 National Election Margin Categories (Riding by Riding data)
- ⦿ 2019 National Results by Party % (Riding by Riding data)
- ⦿ 2019 National Election Results by Party Rank (Riding by Riding data)
- ⦿ Current Nanos National Ballot Model Estimate (Riding by Riding winner updated monthly)
- ⦿ Current Nanos Margin Model Estimate (Riding by Riding margin category winner updated monthly)
- ⦿ Current Nanos Ballot Model Estimate by Party Rank (Riding by Riding results updated monthly)
- ⦿ To secure a subscription go to: <https://www.nanos.co/iump-subscription-plan>
- ⦿ Subscriptions are on a `first come, first served` basis

Subscription price: **\$1,010/Month | \$12,120/Yr** (Single Log-in Access)

All costs and pricing are exclusive of applicable taxes.

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.

- ⦿ 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 level.
- ⦿ Nanos modelling does not include any historical data for 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 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.



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 |
|------|---------------|------------------------|------------------|----------|------------------------------|-----------------|
| 2019 | Conservative | 32.5% | 34.4% | 1.9 | N=739 | ±3.6 |
| | Liberal | 31.7% | 33.1% | 1.4 | | |
| | NDP | 20.8% | 15.9% | 4.9 | | |
| | Green | 6.0% | 6.5% | 0.5 | | |
| | Bloc | 7.2% | 7.7% | 0.5 | | |
| 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

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

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

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



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

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