

# VoterConnect

## Release Notes

### What is it?

For the first time in Canada, VoterConnect offers a fast, flexible, and cost-effective solution that simplifies how candidates and political parties target and engage voters. Whether a campaign uses traditional media like TV, direct mail, canvassing, or the many digital media options, VoterConnect's strength lies in its ability to support the planning and execution of all types of outreach by combining past voting behaviours, demographics, attitudes, media preferences, and more in a range of geographic data tables.

There are hundreds of indicators in VoterConnect that have been selected for their relevance to political campaigns and advocacy. These are pre-calculated to make selecting the right audiences for different outreach strategies very convenient. For example, you can easily select the postal codes where the victory margin was small, where a party under-performed relative to a regional benchmark, and know which issues or demographic characteristics tend to be more important in those postal codes. Environics Analytics' data connects to the media buying ecosystem which makes outreach using the data simpler and more precise.

VoterConnect offers a distinct value proposition by prioritizing intelligence over raw data. It provides access to variables by postal code, showcasing parties' vote shares alongside comprehensive demographic and attitudinal variables. Performance indicators further enhance insights by comparing each variable to regional benchmarks, and VoterConnect's custom socio-demographic segments are specifically designed to reflect voting patterns. By integrating VoterConnect with your party's voter ID data and polling results, you can fill in data gaps and gain a deeper understanding of voter attitudes and key issues. The platform leverages EA's 15 voter segments, prominently featured in CTV election coverage, to help refine and optimize your messaging. VoterConnect's actionable insights make it easy to identify and reach your target voters—whether at their doorsteps or through the media they consume—by linking voter data directly to the media ecosystem.

The VoterConnect database is fully non-partisan and complies with the highest privacy standards (EA is ISO 31700-1 Privacy-by-Design certified).

### Sample questions it can answer

- Which voters within a riding do I prioritize on influencing to boost my chances? What issues are most important to them?
- Which postal codes do I assign canvassers to cover? What kinds of voters can they expect to encounter?
- With whom do I focus efforts to boost turnout?
- To whom do I target a digital media strategy on a specific topic?
- Which mix of media channels do I use to reach my intended audience?

### Data Vintage

2024

### Base Level Geography

Postal Code

### Variables

556

\*To view the complete list of variables please visit:  
[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## What's in the database?

- Hundreds of variables covering up-to-date current-year demographics, wealth and expenditures, psychographics, behaviours, and media preferences. These variables have been curated for relevance to political and advocacy campaigns
- Privacy-compliant voting behaviours modelled for six-digit postal codes (750K+), for the last two federal and provincial\* elections. These estimate vote share for each major party, FSAs, and both existing and future electoral boundaries using EA's industry-leading geographic projection techniques
- Gain insights on 15 VoterConnect segments (created from EA's PRIZM® segmentation system) along with the other variables in the database to inform the tone and imagery of your messages
- Activate and speak to the right voters at their doorstep or in media through the power of EA's data in the media activation ecosystem, spanning direct mail, DOOH (e.g., billboards), DSPs (demand side platforms in automated advertising buying), addressable TV, social media, and more

\*Provincial election data for select provinces available initially; more data added as needed.

## Data deliveries

Data deliveries for VoterConnect are available in the following formats:

- Comma-separated values (.csv)
- Alteryx (.yxdb)

SFTP for secure file transfers. Any Cloud environment for flexible storage and access. Direct integration with Snowflake, Databricks, and BigQuery for advanced analytics. Support for GIS formats including SHP and YXDB.