



# New Functionality Incorporated into Political Atlas Midterm Election Forecasting Tool

## New features include financial data for every race and visualization as a table

Washington, DC, September 25, 2018 – Ipsos Public Affairs and University of Virginia Center for Politics are excited to announce that new functionality has been incorporated into [the 2018 Political Atlas](#). These features include financial data for every congressional, senate, and gubernatorial race, to include cash on hand, total receipts, and total expenditures. We have also incorporated visualization capability in the form of a table in addition to the hallmark map.

[Political Atlas](#) is a multidisciplinary approach to election forecasting for the 2018 midterm elections. This free tool provides daily updates of the main issues affecting citizens in all 50 states, along with poll and social media, with expert assessments. This incorporation of social media is a function Ipsos has increasingly used in its international polling in Mexico, Brazil, and Canada. Bringing this to the midterms provides further resolution to the ebbs and flows of the campaigns. Ipsos uses machine learning and natural language processing algorithms to collect and categorize over 5 million individual posts a day.

**For more information on this news release, please contact:**

Chris Jackson  
Vice President, U.S.  
Ipsos Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

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### About Ipsos

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With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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[www.ipsos.com](http://www.ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025