



Figure B.9 *Presidential trial-heat polls*. The solid line in each plot is the proportion who would vote for the Republican candidate for president, among those who report a preference for the Democratic or Republican candidates. The 1992 and 1998 graphs include data from all available nationwide polls; plots for the other years are from the *Gallup Report*. The upward arrow marks the time of the Republican convention, and the downward arrow marks the time of the Democratic convention. The triangle at the end of each time series indicates what actually happened in the election.

**Tip:** When you have multiple graphs, use a common scale.

**Tip:** Put a light line to indicate what “no effect” would be. (There is a dotted line at 50% in each graph.)

**Tip:** It’s worth putting in little details and doing it right. For example, each graph also indicates, with arrows, the times of the political conventions. The Republican conventions are shown with up arrows (because the Republicans improve in the polls then), and the Democratic conventions are indicated with down arrows (corresponding to the drop in the Republican poll numbers).