

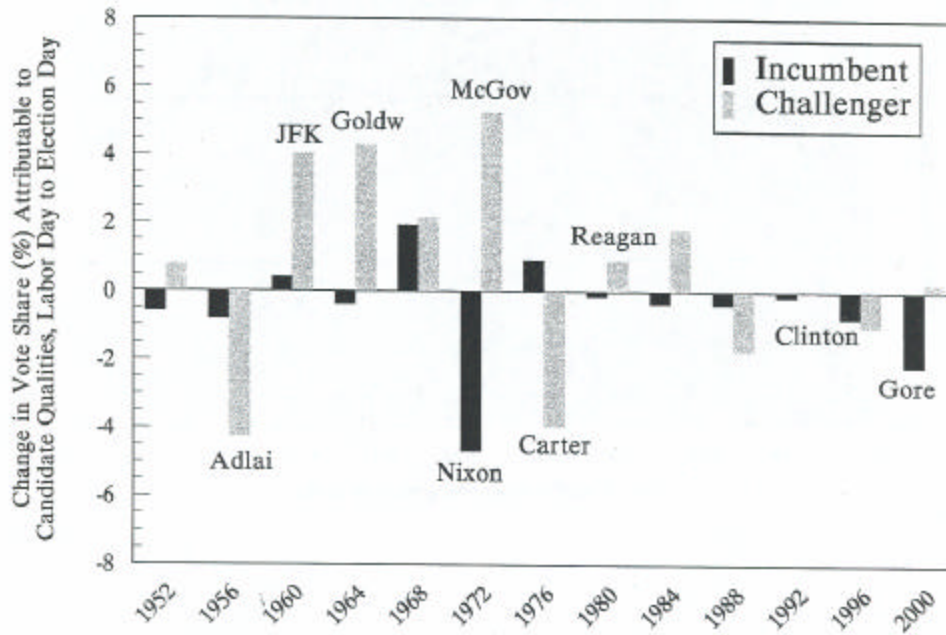
Source: <http://www.unc.edu/~jstinson/heats.htm>

### Poll Margins and Election Outcomes, 1948-1988

Dependent variable is incumbent party vote margin (%); N=11

	Last Pre-Convention Poll	Early October Poll	Last Pre-Election Poll
Intercept	-1.67 (2.93)	-3.89 (2.73)	-4.31 (2.46)
Income Change	2.71 (.98)	2.71 (.97)	1.74 (.99)
Poll Margin	.41 (.10)	.51 (.12)	.74 (.15)
Standard Error of Regression	5.1	5.0	4.6
Poll Deviation from Election Outcome (RMSE)	11.0	7.6	5.2

### Candidate Quality in the Fall Campaign



### Priming and Persuasion by Election Year

