WEEK I
WHAT VISUALIZATION IS

Part four:
the core principles
Good visualizations

1. ...Are based on good data
2. ...Attract your attention
3. ...Represent the data accurately
4. ...Show the right amount of data
Spotted: A map to be hung somewhere in the West Wing
here's a pic from reuters of Trump with the electoral maps he showed to reporters yesterday
Donald J. Trump @realDonaldTrump · Feb 27
I want to encourage all of my many Texas friends to vote in the primary for Governor Greg Abbott, Senator Ted Cruz, Lt. Gov. Dan Patrick, and Attorney General Ken Paxton. They are helping me to Make America Great Again! Vote early or on March 6th.

20K t: 27K love 99K

Trevor @trevorHartje · Feb 27
You have no friends

553 t: 223 love 4.9K

Nancy Steffan @steffan_nancy

Replying to @trevorHartje @realDonaldTrump
Really?

Donald J. Trump @realDonaldTrump · Feb 27
Such a beautiful map, thank you!

13K t: 16K love 65K

Nancy Steffan @steffan_nancy

Replying to @trevorHartje @realDonaldTrump
Really?
Citizens for Trump

The Inside Story of the People’s Movement to Take Back America

Jack Posobiec
WRONG

CITIZENS FOR TRUMP

THE INSIDE STORY OF THE PEOPLE’S MOVEMENT TO TAKE BACK AMERICA

JACK POSOBIEC

RIGHT

COUNTIES FOR TRUMP

THE INSIDE STORY OF 46% OF VOTERS’ MOVEMENT TO TAKE BACK AMERICA

JACK POSOBIEC
Surface on the county-level map:

**Red: 80%**

**Blue: 20%**
Surface on the county-level map:

Red: 80%
Blue: 20%

SHARE OF THE POPULAR VOTE IN THE 2016 PRESIDENTIAL ELECTION

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump</td>
<td>46.1%</td>
<td>62,984,825 votes</td>
</tr>
<tr>
<td>Hillary Clinton</td>
<td>48.2%</td>
<td>65,853,516 votes</td>
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<td>Other candidates</td>
<td>5.7%</td>
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### PERCENTAGE OF ELIGIBLE VOTERS

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Surface on the county-level map:

Red: 80%
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Bubble size is proportional to the number of votes received just by the candidate who won on each county.
SHARE OF THE POPULAR VOTE IN THE 2016 PRESIDENTIAL ELECTION

Donald Trump: 46.1% 62,984,825 votes
Hillary Clinton: 48.2% 65,853,516 votes
Other candidates: 5.7%

PERCENTAGE OF ELIGIBLE VOTERS

- Didn’t vote: 40.0%
- Voted for Donald Trump: 27.7%
- Voted for Hillary Clinton: 28.9%
- Voted for other candidates: 3.4%

VOTES FOR DONALD TRUMP

VOTES FOR HILLARY CLINTON

Bubble size is proportional to the number of votes per county
Who won on each state

State size adjusted electoral votes it contributes to the election

TRUMP
306
270

ELECTORAL VOTES

CLINTON
232

SHARE OF THE POPULAR VOTE IN THE 2016 PRESIDENTIAL ELECTION
Donald Trump
Hillary Clinton
Other candidates

PERCENTAGE OF ELIGIBLE VOTERS
Didn’t vote
Voted for Donald Trump
Voted for Hillary Clinton
Voted for other candidates

Donald Trump
46.1%

Hillary Clinton
48.2%

Other candidates
5.7%

62,984,825 votes
65,853,516 votes

PERCENTAGE OF ELIGIBLE VOTERS
Didn’t vote
40.0%

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Voted for other candidates
3.4%

Votes for Donald Trump

Votes for Hillary Clinton

Bubble size is proportional to the number of votes per county
This is what truly matters in a presidential election

WHO WON ON EACH STATE

STATE SIZE ADJUSTED BY ELECTORAL VOTES IT CONTRIBUTES TO THE ELECTION

ELECTORAL VOTES

TRUMP 304

CLINTON 227

Other: 7

270