Treatment structure

Target group	Ad focus	Target of negativity	Condition
Liberals	Gaffe	Obama	A
	Economic figs	Obama	B
	Gaffe	Romney	C
	Economic figs	Romney	D
Conservatives	Gaffe	Obama	E
	Economic figs	Obama	F
	Gaffe	Romney	G
	Economic figs	Romney	H
Independents	Gaffe	Obama	I
	Economic figs	Obama	J
	Gaffe	Romney	K
	Economic figs	Romney	L