Message orientation:

(Baseline = Pro-environment)

Pro-development

Message strength:

(Baseline = Weak)

Moderate

Strong

Source orientation:

(Baseline = Pro-environment)

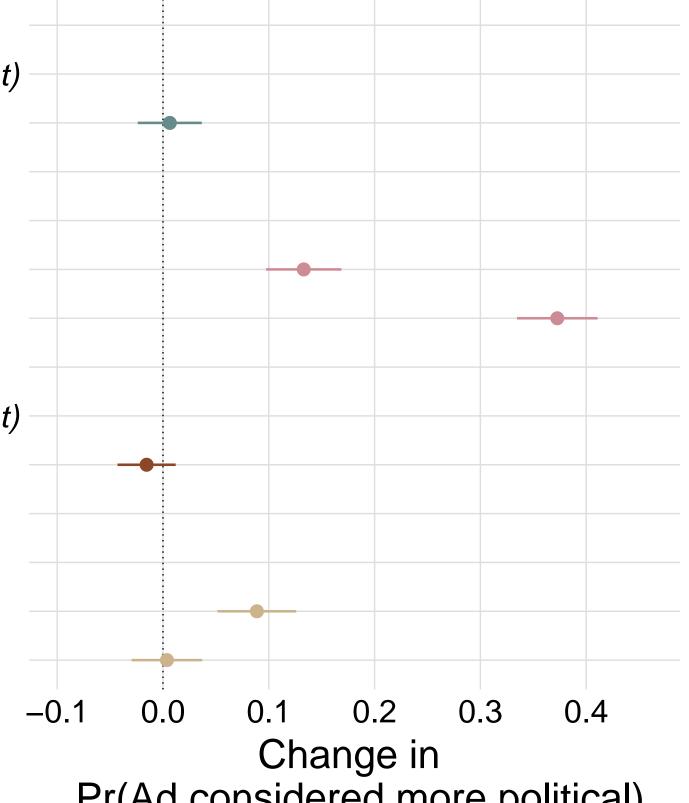
Pro-development

Source type:

(Baseline = Company)

Candidate

Organization



Pr(Ad considered more political)