

Independent Variable

Discursive  
Sophistication

Factual  
Knowledge

Mitt  
Romney

Barack  
Obama

Republican  
Party

Democratic  
Party

Discursive  
Sophistication

Factual  
Knowledge

-2.0

-1.5

-1.0

-0.5

0.0

Error Variance Reduction (Max – Min)

-2.0

-1.5

-1.0

-0.5

0.0