

Rating of the information material by groups and voting intentions

Full study available here: <http://cadmus.eui.eu/handle/1814/32411>

	All subjects		Yes voters (subjects who intend to vote Yes)		No voters (subjects who intend to vote No)		Undecided voters	
	Mean rating PRO arguments [†]	Mean rating CON arguments	Mean rating PRO arguments	Mean rating CON arguments	Mean rating PRO arguments	Mean rating CON arguments	Mean rating PRO arguments	Mean rating CON arguments
All groups (CG + TG1 + TG2) (N)	5.94 (176)	6.32 (176)	7.06 (48)	4.64 (48)	5.39 (92)	7.27 (92)	5.97 (24)	6.12 (24)
<i>Delta rating</i> (Mean PRO – Mean Con)		-0.38**		+2.42***		-1.88***		+0.15
CG (N)	5.56 (59)	6.54 (59)	6.81 (11)	4.60 (11)	5.23 (32)	7.32 (32)		
<i>Delta rating</i> (Mean PRO – Mean Con)		-0.98***		+2.21***		-2.09***		
TG1 (N)	6.01 (58)	6.30 (59)	7.10 (17)	4.78 (17)	5.47 (33)	7.27 (33)		
<i>Delta rating</i> (Mean PRO – Mean Con)		-0.28		+2.32***		-1.81***		
TG2 (N)	6.24 (59)	6.12 (59)	7.17 (20)	4.53 (20)	5.5 (27)	7.21 (27)		
<i>Delta rating</i> (Mean PRO – Mean Con)		0.13		+2.64***		-1.71***		

P-values for two-tailed t-test: * = p<0.1, ** = p<0.05, *** = p<0.01

[†] Rating of the arguments = mean rating of pro and con arguments, ranging from 0 (extremely weak) to 10 (extremely strong)

NB: After reading each text, subjects were asked to reply to the following question:

“How weak or strong do you believe the argument contained in this text is? Please note: we want to know how weak or strong you believe the argument is, not whether you agree or disagree with the argument.”

The answer ranged from 0 (extremely weak) to 10 (extremely strong), with a “don’t know” option.