**What factors affected the outcome of the presidential 2012 presidential election?**

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| **Factor** | **Examples in 2012 election - Obama v Romney** |
| Incumbent | *[Type your explanation and example here…]* |
| Campaign Strategy | *[Type your explanation and example here…]* |
| Quality of candidate and opponent | *[Type your explanation and example here…]* |
| Political Party | *[Type your explanation and example here…]* |
| Presidential Debates | *[Type your explanation and example here…]* |
| Use of media (e.g. social media, advertising) | *[Type your explanation and example here…]* |
| “Events” | *[Type your explanation and example here…]* |
| Image of candidate and opponent | *[Type your explanation and example here…]* |
| Personal qualities | *[Type your explanation and example here…]* |
| Campaign finance | *[Type your explanation and example here…]* |
| Choice of running mate | *[Type your explanation and example here…]* |
| Other? | *[Type your explanation and example here…]* |